The Impact of Social Media Campaign Time Scheduling on First-Time Voters' Political Knowledge: An Experiment on Social Media LINE Campaign Among First-Time Voters in East Jakarta

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Abstrak/Abstract

*Penelitian ini membahas dampak dari penjadwalan kampanye di media sosial LINE terhadap pengetahuan politik pemilih yang memilih pertama kali. Jakarta Timur dipilih sebagai ruang lingkup penelitian karena memiliki jumlah pemilih yang memilih pertama kali tertinggi di DKI Jakarta. Penelitian ini menggunakan metode kuantitatif yang digabungkan dengan eksperimen murni (*two-group posttest-only design*) dalam mengumpulkan data. Pengujian hipotesis dengan T-Test sampel independen. Temuan dari penelitian ini menunjukkan bahwa ada perbedaan yang signifikan antara pemilih yang memilih pertama kali yang menerima informasi tentang kampanye politik di prime time dan di waktu non-prime. Perbedaan ini menghasilkan kesimpulan bahwa ada dampak yang signifikan dari penjadwalan waktu kampanye di media sosial LINE terhadap pengetahuan politik pemilih yang memilih pertama kali di Jakarta Timur. Pemilih yang menerima informasi tentang masalah kampanye di* prime time *memiliki skor pengetahuan politik yang lebih tinggi daripada pemilih yang menerima informasi tentang masalah kampanye di waktu* non-prime time.*

This research discusses the impact of campaign scheduling on social media LINE to first-time voters' political knowledge. East Jakarta was chosen as the research scope because it had the highest number of first-time voters in DKI Jakarta. This research used quantitative method coupled with true experiment (two-group posttest-only design) in collecting data. Hypothesis testing with independent sample T-Test. The findings of this research show that there is a significant difference between first-time voters who receive information on political campaign in prime time and first-time voters who receive information on political campaign in non-prime time. This difference led to a conclusion that there is a significant impact of campaign time scheduling on social media LINE to first-time voters' political knowledge in East Jakarta. The voters who receive information on campaign matters in prime time have a higher political knowledge score than the voters who receive information on campaign matter in non-prime time.

Kata kunci/Keywords:

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Introduction

Campaign is one of the ways conducted in political contestation by candidates to gain votes. Campaigns aim to distribute political knowledge which will influence voters' preference at the time of voting (Hoffman, 2017). According to the Corruption Eradication Commission's (KPK) spokesman Febri Diansyah, there is a high price to pay in order to join Indonesia's electoral practices. The high price is due to the candidates' obligation to promote themselves to the public either through their personalities or through their championed programs in order to get votes in the election (Putra, 2018). The rise of social media users in Indonesia prompts some of the candi-

dates to do campaigns on social media platforms. The increasing popularity of social media campaigns is due to its relative low cost compared to conventional campaigns. Besides, voters can easily access candidates' campaign contents anywhere and anytime by simply using their smart devices. This strategy enables the candidates to attract more votes compared to conventional campaigns (Budiyono, 2014: 48).

The phenomenon above occurs in almost every country in the world as public access to information through the internet is increasing. The use of internet for political campaign was first introduced by Barack Obama in the 2008 United States presidential election. This campaign method was seen as a success by many political observers as Obama successfully distributed political knowledge and attracted more political participation from the US citizens. The political participation was given through donations for his campaign, which reportedly reached millions of US dollars, suggestions toward his programs and policies, and of course votes at the time of the election (Vonderschmitt, 2012: 2-3). The use of internet, especially social media, for political campaign has later been adopted by many European countries. The increasing popularity of social media campaign prompts many studies about internet use, especially social media platforms, as a tool of political campaigns which created great interests among the public and developed rapidly in Europe. According to a few academics, the most influential variable in determining the efficiency of social media use is the agenda variable or framing. Based on a research conducted by Hellweg (2011: 22), younger generation could better understand campaign materials that are presented non-formally compared to campaign materials presented formally.

Nonetheless, Hellweg's research is not always proven right in all contexts. Studies about agenda variable or framing do not always generate the same results when the studies were conducted among a group of people who have just got their voting rights, or more commonly referred to as first-time voters. This is because these first-time voters still have unstable characteristics and have not yet gained political interests (Dassonneville, 2014:174). Therefore, in the case of first-time voters, candidates need to use another strategy or variable in order to distribute political knowledge, including personal or non-personal information about the political candidates for the election, among first-time voters. A thorough political knowledge is hoped to be able to shape these first-time voters' political preference. Hence, there is a need to conduct further study about which variable is the most influential in social media campaigns in regard to first-time voters' political knowledge.

According to Wallis (1970: 102-108), there is a shift of meaning from spatial to the perspective of time. There is a new phenomenon which is called the political time, where the perspective of time influences one's political behavior. Therefore, in the context of political campaign, politicians today have to make sure whether their campaigns' choice of timing could increase voters' political knowledge. It is very unfortunate if the structured agenda/framing is not effectively delivered because the timing is inadequately deliberated.

With the urgency stated above, the researcher will analyze the impact of social media campaign time scheduling. The findings of this research aims to guide political candidates in using social media platforms effectively as a campaign tool among prospective voters, especially first-time voters. The indicator for 'effectivity' in this research refers to a situation when a campaign conducted by a candidate succeeds in gaining high scores for first-time voters' political knowledge. In order to gain votes from first-time voters, voters' political knowledge about candidates have to be increased first during political campaigns. It is important because political knowledge is one of the most impactful factors that will shape the voters' preference (Hoffman, 2017).

Literature Review

Chronopolitics is a term in geopolitics study which explains the perspective of time in political process. *Chronopolitics* is adapted from the transformation of spatial-politics where the transformation is caused by digital growth which creates a limitless world. This political transformation is related to economic competition, capital movement, political contestation, social dynamics, etc. *Chronopolitics* explains how life tempo in the society and the circulation of information driven by various kinds of information technology have led various political activities into rapid tempo of speed and acceleration, which in certain stage will impact the essence of politics itself (Piliang, 2005: 35).

According to Wallis (1970: 102-108), *chronopolitics* has two important indicators, namely perspective of time and political behavior. Perspective of time is a perspective used to see time itself. According to some of these perspectives, a certain change is shaped by itself in realms which has its own timeline in a circumstance. However, some of these perspectives state that a change happens due to the intervention of human will. Meanwhile, political behavior is a form of response toward a chain of changes happening in one time. Political behavior itself has sub-studies, one of which is political knowledge. In this case, Wallis explains that certain political action can occur because of a change in the perspective of time. The change is meant to be the change in social trend which might/will/have happened.

In this research, the researcher will focus on political time in political contestation, where candidates are competing to win an election using the timing strategy. This research discusses how the perspective of time (choice of time) in cam-

paigns impacts the political knowledge, which is the understanding of candidates' campaign contents of first-time voters.

Research Methodology

Based on positivist research paradigm, this research further uses quantitative approach. According to Creswell, quantitative method is a deductive method for testing variables which are contained in the theory. Therefore, a deductive research must have an assumption before testing existing theories. These variables can be measured based on a statistical procedure consisting of numerical data. Cresswell also argues that quantitative research must be able to prevent "biases" that might occur, provide alternative explanations, and also to justify and reapply their findings (Creswell, 2009: 19).

This research uses experimental research method. Experimental research is a type of quantitative research aiming to discover whether a treatment can influence the result of a research (Neuman, 2014:282). The experiment used in this research is a true experiment, which is the most appropriate type of experiments according to important terms and conditions of an experiment, especially in terms of controlling variables, control group, giving treatment of activity manipulation, and test results.

At the initial stage of research, the researcher formed two groups which consist of treatment group and control group with the same characteristics. The treatment group will receive campaign material through social media platform LINE at prime time. Meanwhile, the control group, as the group that does not receive any treatments, will receive campaign material through LINE at non-prime time. Below is the illustration of the true experiment done in this research. The research design used in this research is two-group posttest-only design. This research design is characterized by a comparison study of static group with one exception, which is putting samples to two groups through random assignment. The purpose of random assignment is to avoid characteristic differentials between the two groups. This design has all elements of experimental research, namely random assignment, post-test, control group, and treatment group, except for pre-test element (Neuman, 2014: 282).
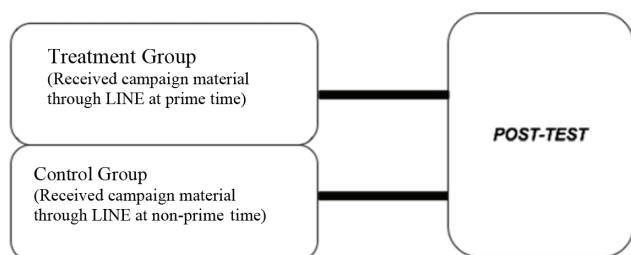

Figure 1. Two-group posttest-only experimental research design illustration

Conceptualization and Operationalization

In quantitative research, there are two main processes of measurement, which are conceptualization and operationalization. Conceptualization is defined as a process to develop a conceptual definition clearly, thoroughly, and systemically as an abstract idea or concept (Neuman, 2014: 236). Based on this definition, the conceptualization of this research is how the independent variable (X) able to influence the dependent variable (Y). Independent variable is a variable that is not affected by other variables (there is no arrow that leads to the variable), but can affect other variables. While the dependent variable is a variable that is influenced by other variables (there is arrow that leads to the variable), but do not affect other variables. Meanwhile, operationalization is a conversion process of constructed conceptual definition in the form of certain activities or measurements that can support researcher in observing it empirically. In the processes of conceptualization and operationalization, quantitative research has a rule of correspondence, namely standards used by researchers to connect abstract constructions with measurement operations in empirical reality. Stages in correspondence quantitative measurements include conceptualization, operationalization, and application definition or data collection (Neuman, 2014: 245). Based on the explanation above, the following conceptualization and operationalization of this research are as follow:
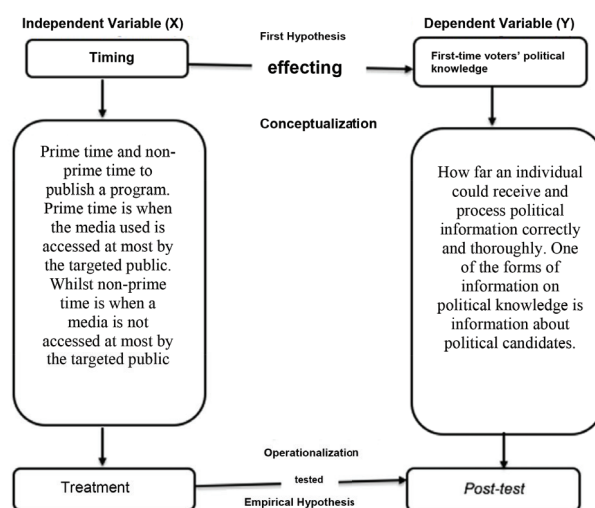

Figure 2. Conceptualization and Operationalization

The initial stage of this research will build an initial hypothesis that argues timing influences the level of political knowledge of first-time voters. Timing or scheduling is the selection of appropriate and inappropriate times for displaying a program. Prime time refers to the time when the used media is accessed by the targeted public at most. Meanwhile, non-prime time refers to the time when the used media is not widely accessed by the targeted public. Next, political knowledge

Table 1. Treatment and Assessment in Operationalizing the Research Concept

Given Treatment	Research
Subjects were given a campaign regarding information on a candidate for the Jakarta Legislative Election through LINE social media at prime time.	Measuring political knowledge scores 1. Very high: Answering 7-8 post-test questions correctly 2. High: Answer 5-6 questions post-test correctly 3. Low: Answer 3-4 post-test questions correctly 4. Very low: Answer 0-2 post-test questions correctly
Not Given Treatment	**Research**
Subjects were given campaign materials regarding information on a candidate for the Jakarta Legislative Election through social media LINE at non-prime time.	Measuring political knowledge scores 1. Very high: Answer 7-8 post-test questions correctly 2. High: Answer 5-6 questions post-test correctly 3. Low: Answer 3-4 post-test questions correctly 4. Very low: Answer 0-2 post-test questions correctly

refers to the extent to which individuals are able to accept and process political information correctly and thoroughly. One of the information types of political knowledge is information about political candidates. The information regarding political candidates will be the focus of this research. In conducting this research, the researcher will measure the relationship between the independent variables (X) and the dependent variable (Y) by giving respondents a treatment in the form of campaigning on social media platform LINE at the the primetime for the treatment group, and no treatment for the control group. Then, the two groups will provide an assessment of the extent to which they understand the information of political candidates who have been targeted by campaign activities on LINE. The results will be summarized into numbers to prove the research hypothesis (see Table 1).

Research Hypothesis
The timing of campaign activities on LINE has an influence on the political knowledge of first-time voters in East Jakarta.

Research Subjects
According to Neuman (2013: 287), there are two stages of shaping comparative experimental research subject. The first stage is choosing sample from research population. The sampling method used in this research is non-probability method, that is purposive sampling. Purposive sampling is a sampling method used in certain conditions. This method can be used by researchers who wish to get representative sample in order to test their hypotheses (Neuman, 2014: 273).
Starting from the urgency previously stated in introduction, the researcher chose as many as 60 first-time voters among high school students in East Jakarta as respondents of this research. According to Pahmi (2010: 54), first-time voters are characterized as follows: (1) Aged from 17 to 21 years old; (2) Already have voting rights, but have yet to use it. Moreover, the researcher has chosen LINE as the social media platform to be studied because LINE is an effective social media tool for campaigning due to its numerous features such as video messages, text messages, stickers, GIF, and pictures. Not only that, LINE is also popular among first-time voters in Indonesia. According to LINE Indonesia Business Developer Manager Inez Yorisya Kemalaya, by 2017, LINE had been used by 90 million Indonesians, 45 percent of which were young people aged from 17 to 25 years old (Antara, 2017). This number is even higher than Facebook users in Indonesia, which only reached 88 million in 2017. Whereas in the previous year, Facebook was the most popular social media in Indonesia (Bohang, 2017). Hence, the researcher will only use first-time voters who are also an active user of LINE as respondents in this research.
After the researcher picked 60 respondents according to the criteria needed, the researcher conducted random assignment into two groups consisting of: (1) treatment group, a group that will receive campaign materials through LINE at prime time, and (2) control group, a group that will receive campaign materials through LINE at non-prime time. Before the researcher did experiments on the respondents, the researcher distributed questionnaire to categorize respondents' prime time and non-prime time in terms of accessing LINE. The information then would be used as reference in the experiment. From the questionnaire, the researcher concluded that the average respondents' prime time in terms of accessing LINE were between 06.00 and 06.30 WIB

Table 2. Research Campaign Material

Days	Will Upload on the Account of..	Timing	Content
1st	Syarif Zhulfan Putra 1	Prime Time	Syarif's Profile & Background
1st	Syarif Zhulfan Putra 2	Non-Prime Time	
2nd	Syarif Zhulfan Putra 1	Prime Time	Syarif's Vision & Mission Statements
2nd	Syarif Zhulfan Putra 2	Non-Prime Time	
3rd	Syarif Zhulfan Putra 1	Prime Time	Syarif's Campaign Promises
3rd	Syarif Zhulfan Putra 2	Non-Prime Time	
4th	Syarif Zhulfan Putra 1	Prime Time	Syarif's activity in conducting a gathering with religious leaders in electoral district 5
4th	Syarif Zhulfan Putra 2	Non-Prime Time	
5th	Syarif Zhulfan Putra 1	Prime Time	Syarif's activity in listening to traders' aspirations in electoral district v
5th	Syarif Zhulfan Putra 2	Non-Prime Time	
6th	Syarif Zhulfan Putra 1	Prime Time	Syarif's activity in donating blood in V district
6th	Syarif Zhulfan Putra 2	Non-Prime Time	
7th	Syarif Zhulfan Putra 1	Prime Time	Syarif's activity in providing assistance to flood victims in Duren Sawit
7th	Syarif Zhulfan Putra 2	Non-Prime Time	

(Indonesia Western Standard Time), between 12.30 and 13.00 WIB, and between 20.00 and 21.00 WIB. Meanwhile, the average respondents' non-prime time in terms of accessing LINE were between 00.00 and 05.00 WIB, between 10.00 and 11.00 WIB, and between 16.00 and 18.00 WIB. After respondents' prime time and non-prime time were determined, the researcher then sent "fictional" campaign materials for 7 days, with the campaign materials consisting of candidate's profile and background, candidate's vision & mission statements, candidate's campaign promises, and candidate's activities with the society which would be his constituent. The researcher would then test how far the respondents understood the materials uploaded on LINE by giving 8 questions which must be answered by the respondents.

The researcher used independent sample t-test to analyze the post-test experiment. Independent sample t-test needed to be done because the researcher wanted to compare the mean from both groups which have no relation to each other (REACH, 2016). The comparison was done by adding the scores given by the respondents' post-test forms. The group with the highest score would be assumed as the group with a better understanding of campaign materials than the other group.

Research Instrument

According to Arikunto (2010: 19), research instruments are some tools that are used to support systematic data collection in order to facilitate measurements made by the researcher. As explained earlier, this research will provide particular treatment, namely campaigning on LINE at prime time. Thus, it is necessary to illustrate the mechanism in determining prime time and non-prime time times. Initially, the researcher would halve prime time, which includes, morning, afternoon and evening / night. Next, the respondents would be given a questionnaire before the experiment was conducted. The questionnaire included questions surrounding their usual time in accessing LINE in the morning, afternoon, and evening / night. The exact time they provided in answering the questionnaire would be determined as the prime time reference in the experiment. While the time outside of what was provided in the answers was determined as non-prime time.

After the prime time and non-prime time times were determined, the researcher made campaign material guidelines that would be used in the experimental research. Chaffee & Zhao (1994: 320) explain that in measuring individual's political knowledge regarding candidate information in elections, there is no standard design question. Researchers only need to provide facts that discuss important aspects of the candidate's profiles (background, work program, etc.). Based on this explanation, the following is the campaign material used in this experimental study:

According to Chaffee *et al* (1994: 320), one element of political knowledge is information about political candidates. Thus, to measure the political knowledge of the respondents, the researcher conducted a post-test that contained questions which were designed to measure how far the respondents understood each campaign contents that had been uploaded on LINE. All questions were made in a correction format, which means that each respondent must correct whether the statements given by the researcher were "correct"

Table 3. Threat of Internal Validity of Research

Threat Type	Threat Description	Responsive Actions
Mortality	Respondents could withdraw from the study when the experiment took place for various reasons. In addition, it is also possible for respondents not to actually access LINE for 7 days in a row.	The researcher prepared 30 reserve respondents to replace respondents who retreated in the middle of the research process. The researcher also supervised the respondents by requiring the respondents to comment "read" when the respondents had read the campaign materials uploaded. When there were respondents who did not access LINE constantly, the researcher would replace the respondents with reserve respondents.
Diffusion Treatment	Respondents from the treatment group and control groups communicated with each other. This communication further affected the final scores of the two groups.	The researcher ensures that respondents from different groups separated by only choosing two respondents from one school.

or "wrong". Not only that, the researcher also gave the option "Don't Know / Don't Remember" if the respondents were not sure whether the statements given were correct or not. The researcher would give a value of 1 when the respondents were able to correct the given statement. However, if the respondents were unable to correct the statement correctly or ascertain the right answer, the respondent would get a value of 0. The value generated from the two groups would then be analyzed through the T-Test.

The post-test format was chosen by the researcher because according to Hansen (2009: 12), the correction format is the most effective format in measuring political knowledge. The measurement value generated from the correction format has a low bias level.

Threat Toward Research Validity Control

Based on the results of the study, there are a number of threats that potentially make readers question the validity of the study such as: are there other factors that influence the dependent variable during the research process? Or was the researcher intervened in during the test (Creswell: 2009, 209)? The following threats might occur in measuring the internet validity of the research as well as how preventive actions were taken by the researcher (see Table 3)

Data Analysis Technique

The data that had been obtained was analyzed using the independent sample t-test method. Independent sample t-test needed to be done because the researcher wanted to compare the values or mean of the two groups that were not related to each other (REACH, 2016). Comparison was done by summing the scores given by the respondents in the post-test form. The group that had the greatest value was then considered as the group that understood campaign materials more than the other group.

Experimental Process

The experimental activity started with sampling from several high school / high-school students in East Jakarta. Respondents were selected according to the criteria described previously/ The researcher

then approach the respondents one by one and introduced himself as one of the members of a political party which was currently developing the best campaign model that would be most attractive to young people on social media. The researcher also provided a questionnaire link in the form of Google Form. The questionnaire was related to the activity of respondents as social media users on daily basis. In order to speed up the process of receiving data, the researcher required the respondents to directly fill out the form. After all the data had been received and processed by the researcher, the researcher then conducted random assignments through the randomizer.org website and divided the respondents into two groups, namely the control group and the treatment group.

In the next step, the researcher created two LINE official accounts on LINE. The first account with ID @ woj2241 is the account intended for the treatment group. As such, the account uploaded campaign materials at prime time. The second account with id @ fpt1436 is the account intended for the control group. Contrary to the first account, this account uploaded campaign materials at non-prime time. Both of these accounts were created with the same display name, status, background, and design to prevent potential biases in the experiment.

After the prime time and non-prime time average time had been determined based on the initial distributed questionnaire and both official accounts had been created, the researcher then asked the respondents to add the official accounts to their friends list on LINE. The researcher also urged the respondents not to share, comment on, or like the uploaded campaign materials so that they were not distributed. After all respondents were connected to the designated official accounts, uploading campaign material started. Campaign materials were made based on the opinion of Chaffee & Zhao (1994: 320), which explains that information about political candidates is a form of political knowledge. The following campaign materials were uploaded into the second official LINE account

Day 1 (Candidate's Profile and Background)

Figure 3. First Day Campaign Material

[KNOW IT!]

For the sake of the success of the DKI Jakarta Legislative Election in 2019-2024, on Monday, March 12, 2018, the Gerindra Party officially nominated me, SYARIF ZHULFAN PUTRA (number 5), as a candidate for the DKI Jakarta Provincial DPRD V region for the period 2019-2024. I am sure that I can address all the problems that exist in DKI Jakarta. Because I'm sure, GREAT JAKARTA! JAKARTA CAN!

Come on, keep watching my timeline to see my efforts in advancing DKI JAKARTA!

Regards,

GREAT JAKARTA! JAKARTA CAN!

#VoteforNumber5

Day 2 (Candidate's Vision & Mission)

Figure 4. Second Day Campaign Material

[SYARIF'S VISION & MISSION STATEMENTS]

DKI Jakarta is the city that I love the most.

Therefore, I will be competing as a Legislative Candidate for DKI Jakarta DPRD 2019-2024 period in the Electoral District V with the best interests for DKI Jakarta.

Together, we will achieve "Modern Jakarta, neatly organized, and focus on full human development with clean, transparent and professional leadership."

Because I'm sure, GREAT JAKARTA! JAKARTA CAN!

Regards,

GREAT JAKARTA! JAKARTA CAN!

VoteforNumber5

Day 3 (Candidate's Promises)

Figure 5. Third Day Campaign Material

[SYARIF'S PROMISES]

Being a member of the DKI Jakarta Legislative Council is a big responsibility.

I believe that I can fulfill the hopes of all residents of DKI Jakarta to create a developed and prosperous DKI Jakarta.

Therefore, I have promises that I will keep when I am elected to be a member of the DKI Jakarta Legislative Council for the 2019-2024 period in the Electoral District V.

Come and give your aspirations for a better DKI Jakarta!

Regards,

GREAT JAKARTA! JAKARTA CAN!

VoteforNumber5

Day 4 (Gathering Activity with Religious and Community Figures)

Figure 6. Fourth Day Campaign Material

[GATHERING EVENT WITH RELIGIOUS FIGURE]

In order to accomplish my campaign to become a member of the DKI Jakarta Legislative Council for 2019 -2424 period, on Thursday, March 15, 2018 at 7:00 PM, I invited all community and religious leaders in the District V to ask for their blessings. We did not forget to pray for a better DKI Jakarta that could become an advanced, modern, and prosperous city. This activity also aimed to establish a close relationship and capture the aspirations of community and religious leaders.

I believe that the aspirations and suggestions from community and religious leaders in the V Election District are very important to build a developed and prosperous DKI Jakarta because we want the best for DKI Jakarta.

Regards,

GREAT JAKARTA! JAKARTA CAN!

#VoteforNumber5

Day 5 (Candidate's Activity to Capture Traders Aspirations in Electoral District V)

Figure 7. Fifth Day Campaign Material

[LISTENING TO TRADERS' ASPIRATION IN ELECTORAL DISTRICT V]

Based on the data acquired by DKI Jakarta Regional Government in 2017, a large number of DKI Jakarta residents work as traders. I think the entrepreneurs in DKI Jakarta make a very important group due to their capability to improve DKI Jakarta with creativity and innovations.

Therefore, on Friday, March 16, 2018 from 09.00 to 21.00 WIB, I visited Jatinegara to introduce my vision & mission as a legislative candidate for DKI Jakarta Legislative Council 2019-2024 in electoral district V. The objective of my visit was to listen to the people's aspirations regarding DKI Jakarta.

I express my gratitude for the group of traders in Jatinegara for providing me their inputs and aspirations that so touched my heart. I hope I can present their aspirations to the DKI Jakarta government later.

Regards,

GREAT JAKARTA! JAKARTA CAN!

#VoteforNumber5

Day 6 (Blood Donation)

Figure 8. Sixth Day Campaign Material

[BLOOD DONATION]

According to the DKI Jakarta PMI data in 2017, the number of patients who needed blood from year to year continued to increase. Hearing the news, I was moved to help the patients by donating in hospital in Duren Sawit to illustrate my love for all residents of DKI Jakarta. On Saturday, March 17, 2018, I also invited the patients to talk about their complaints regarding the services available in DKI Jakarta.

I believe that everyone in this world has the right to live. Getting hospital services are the most important rights for all residents of DKI Jakarta. When the services provided are good, then all residents of DKI Jakarta can be cured of their illnesses.

Come on donate your blood because even one drop is very meaningful for our souls!

Regards,

GREAT JAKARTA! JAKARTA CAN!

#VoteforNumber5

Day 7 (Providing Assistance to Flood Disaster Victims)

Figure 9. Seventh Day Campaign Material

[AID FOR DUREN SAWIT FLOOD VICTIMS]

Today, Sunday, March 18, 2018 I visited residents who were victims of flood. My goal in visiting the area was to monitor the condition of the victims and also to give donations. Pak Maman, one of the victims, said that the water began to enter residents' houses at midnight, precisely at 00:03 WIB. So, when the incident occurred, some residents who were sleeping did not have the time to save their personal belongings. As a result, even though there were no fatalities, material losses cannot be avoided by local residents.

For this reason, I invite all of you to help Duren Sawit flood victims by providing concrete assistance through donations that can be given to Indonesian State Bank Account at 09122332198. The donations raised will be given to Duren Sawit residents who were affected by the flood. An effective program is needed as an effort to solve the problems we face together. Therefore, I Syarif Zhulfan Putra, promise to provide a concrete solution and in its implementation will involve the community as a whole to overcome the flood problem in our beloved capital city.

Regards,
GREAT JAKARTA! JAKARTA CAN!
#VoteforNumber 5

After the campaign on both LINE official accounts were conducted for one week, the researcher gathered the respondents in a café in East Jakarta. On the first day of filling out the post-test, respondents who were required to come to the café were respondents who came from private high schools. On the second day of conducting the post-test, respondents who were required to come to the café were respondents who came from public high schools. Thus, in each post-test on the first and the second day, there were respondents from the treatment and control groups. This was to avoid the emergence of the influence of "memory" in the treatment group and the control group on the campaign materials that has been given. While conducting post-tests, respondents were also asked to fill out a post-test questionnaire that was made by the researcher in the Google Form format. Filling out questionnaires should only be done through a laptop provided by the researcher. While filling out the questionnaires, the respondents were prohibited from having their cellphones and communicating with other people. The aim was so that the respondents do not copy the campaign materials through LINE or get answers from other respondents.

Limitations and Weaknesses of Research

A study certainly has limitations and weak-nesses in various ways. The limitation of this study is that the experimental method used cannot answer all the questions that might arise in this study because control and manipulation of experiments is not possible. Ideally, political parties used as political candidates' backgrounds when experiments were conducted were fictitious. However, at the time the experimental research was conducted, the General Elections Commission (KPU) had announced 14 names of political parties participating in the 2019 general elections (Movanita, 2018). In such conditions, the researcher should conduct experiments on many groups to see whether information from certain political parties could influence the research's hypothesis. Due to the limited cost and time, the researcher then selected one party randomly from the 14 political parties that had been determined as participants in the 2019 general elections to conduct experiments on two groups.

Furthermore, in the experimental process, the researcher did not reveal his true identity. The researcher introduced himself as a member of a political party conducting a survey to develop a method for campaigning on social media among first-time voters. The decision was to ensure that

Table 4. Comparison for Respondents' Frequency of Scoring Statements Correctly

Statements	Frequency of Treatment Group Respondents who Scores Statements Correctly (100% = 30 respondent)		Frequency of Control Group Respondents who Scores Statements Correctly (100% = 30 respondents)	
	Respondent	**Percentage**	**Respondent**	**Percentage**
First	17	**57%**	13	**43%**
Second	28	**93,3%**	18	**60%**
Third	20	**67%**	11	**37%**
Fourth	18	**60%**	10	**33,3%**
Fifth	28	**93%**	19	**63%**
Sixth	28	**93,3%**	9	**30%**
Seventh	28	**93%**	11	**37%**
Eighth	12	**40%**	11	**36,7%**

the respondents did not realize that they were in an experiment, so objectivity could be maintained in the study. If the researcher had revealed his real identity, the researcher assumes that there would have been a possibility that the family / relatives / friends of the respondents were in the same scope as the researcher. Such condition could have triggered respondents to ask further questions to the family / relatives / friends of the respondents related to the research that the researcher was doing. However, claiming as a member of a political party also had one weakness, namely that it could influence the respondents' responses in participating in the experiment and the post-test.

Meanwhile, another weakness of this study is that the experiments were conducted in the form of laboratory testing. Thus, this research was carried out with conditions that were artificially made. The relationship between variables carried out through laboratory testing does not always occur in scientific conditions (Babbie, 2008: 265).

Research Results

After the first experimental process which was conducted in 7 days political campaign was done, the researcher received data as follows,

From the table above, it can be concluded that respondents from treatment group obtained a higher score than respondents from control group. Data about the number of questions which were scored correctly was categorized by the researcher into four levels of political knowledge, which are very low, low, high, and very high. The following is an illustration of the level of political knowledge.

Figure 10. Political Knowledge Levels

(1) Very high refers to when respondents can answer 7-8 questions correctly; (2) High is when respondents can answer 5-6 questions correctly; (3) Low is when respondents can answer 3-4 questions correctly; and (4) Very low is when respondents can answer 1-2 question(s) correctly.

Before the research process started the T-test phase, the researcher made a frequency distribution table of political knowledge level of first-time voters who received campaign materials on LINE at prime time and first-time voters who received campaign materials on LINE at non-prime time. This frequency distribution table is based on four levels of political knowledge as explained above.

Based on Table 3, it can be concluded that the majority of respondents on treatment group had a high level of political knowledge category with percentage of 53,4% or equal with 16 out of 30 respondents. Meanwhile, the majority of respondents on control group fall into the political knowledge category of low or equal with 17 of 30 respondents.

After all data from the post-test was obtained, the researcher then analyzed whether there was

Table 5. Frequency Distribution Table of Political Knowledge Level

%	Treatment Group (Receiving campaign materials at prime time)	Political Knowledge Level	Control Group (Receiving campaign materials at non-prime time)	%
33,3%	10	Very High	2	6,6%
53,4%	16	High	3	10%
13,3%	4	Low	17	56,7%
0%	0	Very Low	8	26,7%

Table 6. SPSS T-Test Results I

Group Statistics					
Time		N	Mean	Std. Deviation	Std. Error Mean
Political Knowledge	Prime Time	30	5.97	1.299	.237
	Non-Prime Time	30	3.43	1.591	.290

Table 7. SPSS T-Test Results II

		Levene's Test for Equality of Variances		t-test for Equality of Means							
										95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference		Lower	Upper
Pengetahuan Politik	Equal variances assumed	.393	.533	6.756	58	.000	2.533	.375		1.783	3.284
	Equal variances not assumed			6.756	55.781	.000	2.533	.375		1.782	3.285

a significant difference between the political knowledge of the treatment group and the political knowledge of control group. The researcher used SPSS program to do T-Test and analyzed the data obtained from the experiment. Data analysis started by putting in all data obtained from the post-test, including respondents' names, schools, and sex, time of upload of campaign material (prime time or non-prime time), and respondents' political knowledge levels (defined by the number of statements the respondents could score correctly). The researcher then did T-Test on two main variables of this research, which are the time of campaign material upload (independent variable) and respondents' political knowledge levels (dependent variable). The following is the result obtained from the T-Test done by the researcher.

The table above shows that the number of samples in the research is 60 respondents, where 30 respondents belong to the treatment group and received campaign materials at prime time (N=30) and the other 30 respondents belong to the control group and received campaign materials at non-prime time (N=30). The research on post-test shows that the average political knowledge score of treatment group is 5,97 with standard deviation (σ) of 1,299 and standard error mean of 0,237. Inversely proportional to the previous group, the average political knowledge score of control group is only 3,43 with standard deviation (σ) of 1,591 and standard error mean of 0,290. According to the political knowledge levels which were previously explained that the average score of 5,97 from scale 1-8 on treatment group shows that the average respondents have high political knowledge. On the other hand, the average score of 3,43 from scale 1-8 on control group shows that the average respondents have low political knowledge. Therefore, we can conclude that on average, the political knowledge of respondents from treatment group is higher than control group respondents' political knowledge.

The second table from T-Test on SPSS program shows whether there is a significant difference between political knowledge level of treatment

group (group receiving campaign materials at prime time) and political knowledge level of control group (group receiving campaign materials at non-prime time). We can see above that based on Levene's test for homogeneity test (variance difference), it obtained data of F=0,393 (p=0,533). The score p>0,05 explains that there is no difference between the political knowledge level of first-time voters (equal data/homogeneous). Based on the types of homogenous research variance, the researcher focused on equal variances assumed. The researcher then obtained significance or Sig. (2-tailed) of 0,000 < 0,05. According to basic decision-making in Independent Sample T-Test, the number 0,000 shows that H0 is incorrect and Ha is correct. In other words, there is a significant difference between the political knowledge levels of respondents who received campaign materials at prime time and respondents who received campaign materials at non-prime time.

Based on the previous statistical hypothesis, a significant difference between the political knowledge level of two respondent groups shows that campaign timing on LINE has an impact on political knowledge level of first-time voters in East Jakarta. First-time voters who received campaign materials at prime time will have a higher political knowledge level than first-time voters who received campaign materials at non-prime time.

Discussion

Before the discussion gets into an in depth analysis, the researcher wants to assert that this research's sole purpose is to show whether there is a significant impact of campaign timing on social media platform LINE on first-time voters' political knowledge level or not. In conducting the research, the researcher ignored other instruments such as whether the campaign material was thoroughly read or not and when the campaign materials were read by the respondents. The decision to ignore these variables is due to researcher's personal opinion about the uniqueness of digital trace in the digital world which cannot be precisely measured.

A significant difference between post-test results of treatment group (group of respondents who received campaign material at prime time) and control group (group of respondents who received campaign material at non-prime time) shows that the timing of campaign on LINE has a significant impact on the political knowledge level of first-time voters in East Jakarta. The proven hypothesis according to the researcher is due to a few matters:

First, news trend on LINE which is seen at certain time is about the candidate's campaign. Based on the explanation in the first chapter, according to Wallis (1970: 102-108), a certain political action can occur due to a change in the concept of time perspective. This change refers to a change of social trend which might/will/have happened. Hence, social trend that happens at a certain time eventually impacts an individual's political action.

According to KBBI (Indonesian Dictionary), trend is style/model/the latest condition. An event or something can be defined as trend when it is an event or pattern that frequently occurs at a certain time. When a candidate's campaign news or materials are uploaded on LINE repeatedly at a certain time, the news become the trendiest news. It has been explained previously that prime time, in terms of this research, is a period of time most frequently used by first-time voters to access LINE. Hence, if respondents see candidate's campaign news or materials, which then become a trends on social media, at prime time, the respondents will understand the campaign news or materials, affecting their political knowledge level. This does not completely occur if the campaign materials is uploaded at non-prime time because the engagement level on LINE tends to be more active at prime time.

Second, respondents (first-time voters) have more access to social media at prime time than at non-prime time. This condition is due to the timing of campaign material at prime time is more suitable to the respondents' habit or daily routine as high school students. Data from the questionnaire at the beginning of the research shows that the average prime time for first-time voters in East Jakarta to access LINE are between 06.00 and 06.30 WIB, between 12.30 and 13.00 WIB, and between 20.00 and 21.00 WIB. Those three periods of time are in accordance with the respondents' spare time, where 06.00-06.30 WIB is the time when respondents getting ready for school, 12.30-13.00 WIB is the time of respondents' lunch break, and 20.00-21.00 WIB is the time for respondents' to relax after school and get ready for sleep. At those periods of time, respondents are not doing any important activities such as school activities so they can freely do things they like, including accessing LINE.

Moreover, this research finds an important phenomenon related to the latest concept of "time" which can leave an impact on politics, especially election. Based on this research, we can see that the important change in perspective of time did not only occur in a few days but also in a few minutes. We can observe from the previous research pieces such as the one by Tenscher (2014: 26-42). His research on the impact of National Election timing on Regional Election shows that only timing on certain days are considered important to influence voting results in election. A similar conclusion is also proposed by a research conducted by Krupnikov (2014: 37-41) on the impact of negative campaign timing on voters' preference and also a research by Dassonneville (2014: 174-195) on the impact of political knowledge level on the change of preference before and after campaign. This research could prompt other similar studies on political studies, especially political communication. Conducting campaign on certain time in fact impacts people's political knowledge

level, particularly first-time voters'. From this research, we can also conclude that the success of other variables, such as agenda delivery or framing, in increasing people's political knowledge when conducting campaign also depends on what time the campaign materials are distributed.

Not only the impacts of timing on political phenomenon, this research has also given new perspective about factors influencing an individual's political knowledge level. A research about factors influencing political knowledge levels was first developed in 1993 by Michael X. According to Carpini & Keeters (1993: 1179), political condition is a very important factor in shaping an individual's political knowledge. Carpini's research has been quoted and studied in-depth many times by political researchers. At early 2000s, studies about other factors which also influence an individual's political knowledge level, such as gender, emerged (Mondak & Anderson, 2002: 492-512). Along with the development of media and technology, studies about factors which influence political knowledge continues with a new focus on the use of television (Hollander, 2005: 402-415) and internet (Gronlund, 2006, 1-22). This research aims to assert and deepen that study by considering the timing of campaign on social media. This research can prove that studies in communication can also have a meaningful impact on political studies. Similar studies include a study by Moores (2005: 18-25) about the impact of information publishing or show timing at a television station on the effectivity of message reception. Supported by the chronopolitics theory by Wallis (1970: 102-108), this research has proven that timing does have an impact on one's political knowledge.

Conclusion

Studies about political knowledge has been developed since 1993 and continues being developed as years passed. Political knowledge becomes more interesting when it is considered as one of the most influential factors in shaping voters' preference (Hoffman, 2017). In the world of practical politics, politicians compete with each other in increasing public's political knowledge about the candidates through campaigns in various media. Globalization, coupled with rapid technology advancement, brings political scientists and politicians to start paying more attention towards internet as a campaign tool. Various studies have been conducted to see which factors will impact an individual's political knowledge and voting preferences at the election. One of the factors considered influential in improving campaign's effectivity is agenda variable or framing (Hellweg, 2011: 22-36).

On the other hand, studies about the impact of perspective of time on political phenomenon have been rapidly developed. Discussions about political time phenomenon later becomes a hot discussion and interesting, especially following Wallis' study (1970: 102-108). Wallis assumes that perspective of time is a very influential variable towards political behavior. Wallis adds that the influence of social trends which occur all the time tends to change constantly. Therefore, timing is considered important in order to realize certain political phenomena, such as the level of an individual's political knowledge. The phenomenon about political timing later brings to the attention of political scientists that there has been a real spatial shift towards time. This existence of time later becomes very valuable to be contested in order to achieve power. That is due to a constant change which cannot be repeated which has led political behavior to create new political phenomena.

This research has created new discourse which combines studies about political timing and political knowledge in the context of internet technology advancement. The results of this research prove that campaign timing on social media platform LINE has an impact on political knowledge of first-time voters in East Jakarta. SPSS analysis on data obtained from post-test undergone by treatment group (respondents which received campaign material on LINE at prime time) and control group (respondents received campaign materials on LINE at non-prime time) shows that there is a significant difference between the political knowledge level of the two groups by Sig. (2-tailed) of 0,000 < 0,05. According to this research's statistical hypothesis, if there is a significant difference between the political knowledge level of the two groups, then campaign timing on LINE has a significant impact on the political knowledge level of first-time voters in East Jakarta. First-time voters who received campaign materials on LINE at prime time will have a higher political knowledge than first-time voters who received campaign materials on LINE at non-prime time.

The researcher observed that there are at least two causes of why eventually timing can impact first-time voters' political knowledge. *First*, news trend seen at certain times on LINE was mainly about candidate's campaign. Campaign materials uploaded at prime time will be trending if it is done massively and repeatedly as LINE users' engagement is more active at those times. When the news is trending and seen constantly by an individual, that individual will better understand the materials presented, which directly impact the individual's political knowledge. *Second*, first-time voters have more access to social media at prime time than non-prime time. Prime time, which consists of 06.00-06.30 WIB, 12.30-13.00 WIB, and 20.00-21.00 WIB, refers to the periods of times where first-time voters have spare time from their school activities. Hence, the individual will see, digest, and understand the material better and thoroughly at prime time than non-prime time.

Theoretical implication of this research is the emergence of new discourse which combines political studies with the concept of "political

knowledge" and communication studies with the concept of "timing". This study in political communication has given a new variable that plays quite an important role in increasing voters' political knowledge through campaigns, specifically on LINE. Agenda variable or framing that was considered as the most important variable to effectively conduct a campaign in fact also depends on the timing of the material publication. This research, moreover, gives new knowledge about resources that needs to be contested by electoral candidates to get power. An individual not only has to contest over funds, space, et cetera to get power, but rather they also have to be able to seize the most suitable time for an effective campaign in order to get power. This is due to the character of time which is constantly changing along with all different social trends.

This research also gives practical implication to politicians who wish to gain power through election. Politicians today do not only have to focus on the material or agenda setting, but politicians and the campaign team also have to pay attention to when is the best time to upload campaign material in order to increase the targeted society's political knowledge. It is important to remember that each individual's prime time is different based on the individual's age and daily activities. A change of an individual's activities and focus, which often change annually, gives an impact on their prime time in accessing media as their information and entertainment source. Not only that, this research also gives practical implication to politicians who does not have large funds for their campaign. With effective timing strategy in their social media campaign, politicians can get public's attention, especially first-time voters, who do not have high interest in politics, winning more votes in the election.

Recommendations

Due to all the limitations surrounding the process of the research and its results, the researcher realizes that this research cannot yet answer all political phenomena out there. Therefore, the researcher recommends for other researcher to conduct further in-depth on whether the high level of first-time voters' political knowledge is indeed due to the timing of campaign material distribution and whether receiving campaign materials at prime time will impact their voting preference during the election. There has been a study explaining that there political knowledge level leaves an impact on voting preference during the election. However, there is no study that specifically discusses the impact of campaign timing on voting preferences. Aside from that, there is also a need to conduct further research to see whether campaign timing could impact the political knowledge level of voters who are not first-time voters.

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