

## Abstract

This study related with the competition among political candidate through television advertisement to influenced the attitude of television viewer in choosing the political candidate for the 2009 election. This research tends to discover whether there are simultaneously and partially effect between the elements of figure, music, picture, expertise and the words/voice effect of Gerindra Party advertisement "Nusantara" version to the attitude of the television viewer as voter candidate for the 2009 election in kecamatan Sawahan Surabaya. The free Variabel which is used on this research consist of figure (X1), music (X2), picture (X3), expertise (X4) and the word/voice effect (X5), and the dependent variabel is the attitude of the television viewer as voter candidate for 2009 election. Gerindra is a newly party who gained rapid popularity, advertisement play an important role in helping Gerindra achieving such popularity.

This kuantitatif research, using primary data which was obtained using questioner to 400 respondent who had been exposed by Gerindra's political ad "Nusantara " version, and on the age above 17 as one of the election condition. For Samples using compilation of rumus solvin and cluster random sampling. Simple linier regretion analysis is the type of anlysis model being used, coefitient correlation product momment, split half, F Test and T test. The collection of 400 respondent data being analised by using simple linier regretion analysis, and the equalitation obtained describe as follow :

$Y = 12,596 + (-0,00638X1) + 0,418X2 + 0,719X3 + 1,627X4 + 1,005X5$  According to the result of analysis, it is concluded that (1) the partial test result showed the expertise variable is the most dominant variabel influenced the attitude of the tv viewer in Kecamatan Sawahan, Surabaya, (2) Simultaneously, the result showed that the variabel of figure, music, picture, expertise and the words has a significant impact to the attitude of tv viewer as election voter candidate in kecamatan sawahan, (3) the contribution amount or the im pact of figure, music, picture, expertise and the words to the attitude of tv viewer is 57,5%, and the rest of 42,5% is effected by other factors