

Potential Advantages of Installing Political Advertising Triggering Violations of Broadcasting Regulations of the Indonesian Broadcasting Commission

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Abstract. This study aims to find out how effective television media is in increasing party electability through political advertising, as well as knowing more about the benefits of political advertising that trigger violations of the regulations of the Indonesian Broadcasting Commission broadcasts. The study uses a positivistic paradigm with survey research methods. The results of this study stated that the massive display of political advertisements had violated the broadcast campaign regulations, the effectiveness of political party advertisements on party electability was still low. Moreover, the effectiveness of political advertising on party electability is still relatively low in society.