

ABSTRACT

Technological advances in the digital era affect political communication, especially ahead of the 2024 Presidential Election, where political actors such as Prabowo Subianto use social media to increase public participation. Prabowo faced the issue of human rights violations in 1998 which could influence public perception, so political communication via X (Twitter) was needed to form positive public opinion. This research aims to measure the influence of Prabowo's political communication on X (Twitter) on public opinion regarding this issue, using a quantitative approach and analytical techniques such as regression and correlation tests. Based on the results of the analysis, respondents' responses obtained results of 79% on the political communication variable (X) and 75% on the public opinion variable (Y). Hypothesis testing obtained a calculated t value of $6.527 > t \text{ table } 1.987$, meaning that H_0 was rejected and H_1 was accepted and there was a significant influence between political communication on public opinion. A significant influence was found between political communication and public opinion, with a coefficient of determination of 30.3%. The suggestion given is for X (Twitter) to strengthen content moderation during the campaign, and future research is expected to use multiple linear regression or SEM methods for more comprehensive analysis.

Keywords: *Political Communication, Social Media, Public Opinion*