

Table Results of the Research Instrument Validity Test

No.	Variable	Indicator	Pearson Correlation	Value distribution r_{table}	Description
					$r > r_{table}$
1.	Billboard content (X)	Displaying registration number (X ₁)	. ^a	0,194	Constant/Not Valid
2.		Displaying candidate's image (X ₂)	. ^a	0,194	Constant/ Not Valid
3.		Displaying party's image (X ₃)	. ^a	0,194	Constant/ Not Valid
4.		Using Propaganda Language (X ₄)	0,721	0,194	Valid
5.		Displaying candidate's name (X ₅)	. ^a	0,194	Constant/ Not Valid
6.		Displaying ethnic identity (X ₆)	0,875	0,194	Valid
7.		Displaying education degree (X ₇)	0,272	0,194	Valid
8.	Candidate's electability (Y)	Electability (Y ₁)	0,443	0,194	Valid

Description: Validity Test (N = 179, α = 1%, df = 177).

Table Reliability Test Results of Research Instruments

No.	Variable	Indicator	r_{table}	Cronbach Alpha	Description
					$Cronbach \alpha > r_{table}$
1.	Billboard content (X)	Using Propaganda Language (X ₄)	0,194	0,614	Reliabel
		Displaying ethnic identity (X ₆)	0,194		
		Displaying education degree (X ₇)	0,194		
2.	Candidate's electability (Y)	Electability (Y ₁)	0,194		

Description: Validity Test (N = 179, α = 1%, df = 177).

**Figure Billboard Content of A Legislative Candidate
Indonesian democratic Party of Struggle (PDI-P) of Kendari City**



Source: processed by researchers, 2023

**Figure Billboard Content of a Legislative Candidate
National Mandate Party of Kendari City**



Source: processed by researchers, 2023

**Figur Billboard Content of a Legislative Candidate
Justice and Prosperity Party of Kendari City**



Source: processed by researchers, 2023

Figure Billboard Content of Female Legislative Candidates' in Kendari City

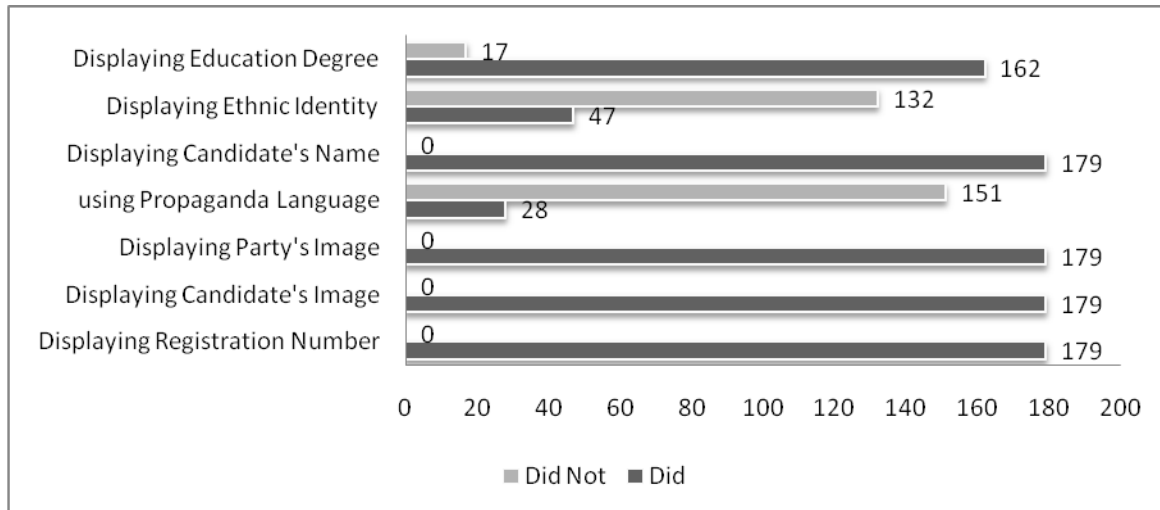


Table Results of Vote Recapitulation of Kendari City Regional KPU

No.	Name of Candidate	Party	Voice	Description
1.	Sri Wahyuni	PKB	7	not passed
2.	Nur Khairatul Hisan	Gerindra	33	not passed
3.	Hetty Purnawati Saranani S.H, M.H	PDIP	1.117	passed
4.	Nuraeni	PDIP	24	not passed
5.	Rosnah	Golkar	81	not passed
6.	Hj. Rostina Tarimana	PKS	1.483	passed
7.	Mufida Nurul Esa, S.H	Perindo	102	not passed
8.	Icha Pratiwi	PSI	5	not passed
9.	Ameliya Sukirno, S.I.Kom, M.AP	PAN	111	not passed
10.	Arsitah AR, S.E	Demokrat	6	not passed

Results of Stimulant Effect Test

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	73.459 ^a	.020	.058

a. Estimation terminated at iteration number 6 because parameter estimates changed by less than .001.

Odds Ratio of Logistic Regression

Variable	B	Sig	Exp (B)
Displaying Propaganda Language	-.695	.561	.499
Displaying Ethnic Identity	1.558	.045	4.751*
Displaying Education Degree	.368	.797	1.444

n = 179, R Square 0.058

* p < 0.05

Table The number of valid votes obtained and the ranking of valid votes for candidates for members of the Kendari City DPRD for each political party in 2019 in electoral district 1

Cons titue ncy	No. Chair	Rating	Party	Party Vote	Candidate	Voice Candi date
1	1	I	NASDEM	7.001	AndiSitti RofikahHidayat,S.Pd	1.960
	2	II	PKS	4.999	Drs. H.Aman Labelo	1.471
	3	III	GERINDRA	4.777	Husain Machmud, S.E.	1.832
	4	IV	PDIP	4.673	Apriliani Puspitawati, S.I.Kom.	1.721
	5	V	PERINDO	4.123	Hasbulan, S.E., M.M	1.330
	6	VI	GOLKAR	3.609	Sahabuddin, S.IP	1.138
	7	VII	PAN	3.609	Wartono Pianus	1.564
	8	VIII	PKB	2.553	H. Rahman Tawulo, S.H.	1.202

Table Number of valid votes obtained and valid voting devices for candidates for members of the Kendari City DPRD for each political party in the 2019 general election in electoral district II

Constituency	No. Chair	Rating	Party	Party Vote	Candidate	Voice Candidate
2	1	I	PKS	6.694	Fitri Yanti Rifai, S.H.	2.322
	2	II	GERINDRA	5.182	Amiruddin	1.918
	3	III	DEMOKRAT	4.716	Novianna, S.Sos.	1.568
	4	IV	PDIP	4.523	Ir. Andi Sulolipu	1.672
	5	V	GOLKAR	4.385	La Ode Azhar	1.905
	6	VI	PAN	4.182	M. Syaifullah Usman	2.396
	7	VII	NASDEM	3.224	Fadli Bafadhal	1.271

**Table Number of valid votes obtained and valid voting devices for candidates for members
of the Kendari City DPRD for each political party in the 2019 general election in electoral
district III**

Consti tuency	No. Chair	Rating	Party	Party Vote	Candidate	Voice Candi date
3	1	I	PKS	4.888	La Yuli, S.Pd., M.Pd.	2.074
	2	II	NASDEM	4.480	Abdul Rasak, S.P.	2.861
	3	III	PAN	4.127	Irwan Sukma	1.611
	4	IV	GOLKAR	4.077	Rusiahwati Abunawas, S.E.	1.268
	5	V	DEMOKRAT	3.659	Ir. Ilham Hamra	1.933
	6	VI	PDIP	3.574	La Ode Lawama, S.H.	1.485

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**Table Number of valid votes obtained and valid voting devices for candidates for Kendari
City DPRD members for each political party in the 2019 general election in electoral
district IV**

Constituency	No. Chair	Rating	Party	Party Vote	Candidate	Voice Candidate
4	1	I	PKS	6.730	Riki Fajar, S.IP., M.Si.	2.620
	2	II	PAN	4.362	Anita Dahlan Moga, S.H., M.H.	1.159
	3	III	GOLKAR	3.381	L.M Rajab Jinik D., S.Sos., M.Hum	1.316
	4	IV	GERINDRA	2.779	La Ode Ali Akbar, S.H	1.270
	5	V	PDIP	2.414	Hetty Purnawati Saranani, S.H.M.H.	1.117
	6	VI	PKS	2243 sisa suara	Dr. Jabar Al Jufri	1.994

**Table Number of valid votes obtained and valid voting devices for candidates for members
of the Kendari City DPRD for each political party in the 2019 general election in electoral
district V**

Const ituen cy	No. Chair	Rating	Party	Party Vote	Candidate	Voice Candid ate
5	1	I	PKS	5.990	Rizki Brilian Pagala, S.Ars	2.611
	2	II	NASDEM	5.583	Arwin, SM., M.M.	1.943
	3	III	GOLKAR	4.915	Laode Muh Inarto, S.T.	1.645
	4	IV	PAN	3.860	Ir. H. Samsuddin Rahim, M.Si.	2.222
	5	V	PERINDO	2.877	Hj. Hamida Sudu, S.IP.	2.161
	6	VI	GERINDRA	2.695	Ir. Simon Mantong	1.560
	7	VII	PKS	1996 sisa suara	Suhban, S.T	1.228
	8	VIII	PDIP	1.906	Sulistiawati Anwar Minton	925