

ABSTRACT

This study aims to determine the information experience of adolescent on the use of campaign props/ APK in the city of Semarang. The method used in this research is qualitative with a phenomenological approach. The data collection technique in this study used interviews by obtaining informants through purposive sampling. In this study 11 informants were interviewed. The analytical method used in this study is thematic analysis. The analysis shows that the information experience of adolescent on APK has a role and influence on the lives of adolescent in dealing with the phenomenon of elections. Among them are forming new knowledge which is an insight into adolescent information. Information insight gained makes teenagers more aware of legislative candidates in APKs. So that teens feel close with legislative candidates. The approach taken by adolescents was found as a consideration for the selection of legislative candidates. The information experience also shows the decision making of adolescents in the selection of legislative candidates through the use of information in APKs. Various assessments of legislative candidates through APKs are carried out by adolescents. Also, the information experience develops youth awareness of the importance of legislative candidate information to foster youth participation in elections.

Keywords: *information experience; information in the APK; adolescent*