

The Influence of "Dirty Vote" Exposure on Viewer Satisfaction

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ABSTRACT

This study examines the exposure to YouTube's "Dirty Vote Full Movie" on viewer satisfaction, specifically on engagement. The film, which alleges electoral fraud concerning the Indonesia's 2024 Presidential Election, achieved significant traction with 9.9 million views and generated over 73,000 comments. Employing a quantitative survey methodology, data was collected from 398 respondents selected via purposive sampling, targeting individuals who actively participated in the YouTube comment section. Viewer exposure was measured across three dimensions: frequency of viewing, duration of engagement, and level of attention paid. Satisfaction was conceptualised through five gratification needs derived from the Uses and Gratifications Theory: cognitive (information acquisition), affective (emotional experience), integrative personal (self-understanding), integrative social (social interaction), and tension release. Data gathered through online questionnaires underwent analysis using descriptive statistics, normality tests, Pearson correlation, simple linear regression, independent samples t-tests, and calculation of the coefficient of determination (R^2). The results demonstrate that exposure to Dirty Vote exerts a statistically significant positive influence on viewer satisfaction ($p < 0.05$), with 53% of the observed variance in satisfaction levels ($R^2 = 0.046$). These findings substantiate the applicability of the Uses and Gratifications Theory within the context of digital political film documentary disseminated via social platforms like YouTube. The research contributes theoretically to communication scholarship on digital audience engagement and offers insights for documentary filmmakers aiming to design effective content.

Keywords: *Dirty vote documentary film, media exposure, uses and gratifications theory, viewer satisfaction, YouTube.*

INTRODUCTION

Digital technology has significantly transformed communication patterns and information consumption globally. In this landscape, YouTube has emerged as one of the most widely used platforms, offering diverse content ranging from entertainment to political commentary (Xiang, 2022). By 2022, it ranked as Indonesia's second most popular digital platform after WhatsApp, underscoring its pervasive role in everyday life (Venus et al., 2023). Beyond mere entertainment, YouTube has evolved into a significant space for public discourse, education, and advocacy through its varied content, including documentary films. This trend reflects a growing public reliance on the platform as a primary source for in-depth information on socio-political issues, particularly through fact-based formats like documentaries (Reynata, 2022).

One documentary film that garnered significant attention on YouTube was *Dirty Vote*, released in the run-up to Indonesia's 2024 Presidential Election. The film addressed sensitive allegations of electoral malpractice, including abuse of power, the politicisation of social aid programmes, and regulatory manipulation favouring specific interest groups, namely the Paslon 02 ticket, Prabowo Subianto and Gibran Rakabuming (Nathaniella & Triadi, 2024).

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Research shows that the film *Dirty Vote* attracted significant public engagement on YouTube, evidenced by widespread attention, millions of views, and thousands of comments (Christ Mario & Ryan Randy Suryono, 2025; ledwan et al., 2024; Taufani et al., 2025). Sentiment analysis of over 4,500 YouTube comments revealed that the film generated more negative than positive responses, reflecting strong public reactions to the socio-political issues it raised (Mario & Suryono, 2025; Ledwan et al., 2024).

The film's release led to increased political discourse, particularly among Generation Z with an age range of 17-27 years old viewers, enhancing their political knowledge and influencing voting decisions during the 2024 Indonesian presidential election (Pamungkas et al., 2025). The documentary films also served as a catalyst for social movements and discussions about election fraud, with its content and messaging analyzed as both educational and propagandistic (Khumaeroh et al., 2025). This underscores YouTube's evolving role not merely as an entertainment platform, but as a primary arena for political information consumption and distribution. Documentary films content of this nature demonstrably influences public opinion and fosters critical awareness (Widodo & Kristiyono, 2025).

Within communication scholarship, this phenomenon can be productively examined through the lens of the Uses and Gratifications Theory (UGT). This perspective emphasises the active role of audiences in selecting media to fulfil specific needs, such as acquiring information, seeking entertainment, shaping personal identity, fostering social integration, or facilitating escapism (Sviličić & Ijevljev, 2024). An empirical work suggests that audiences of long-form documentaries increasingly select content not merely for passive consumption but to satisfy cognitive needs (such as learning about current social or political issues), as well as affective or emotional needs (such as experiencing empathy or moral reflection). For instance, a study on social issue videos among YouTube and TikTok users found that information-seeking and entertainment gratifications were primary motivations for consumption, and that these gratifications were significantly associated with viewer engagement and satisfaction (Niu et al., 2023). Moreover, research into YouTube channel characteristics shows that content quality, originality, interactivity, and entertainment dimensions significantly predict follower satisfaction, which in turn influences continued engagement and loyalty (Lombardo, 2024).

In recent studies, the Uses and Gratifications Theory has been increasingly employed to deepen understanding of how media exposure translates into viewer satisfaction through distinct gratification needs. UGT posits that media users are active agents who select content based on underlying psychological or social needs, such as the need for information, entertainment, social interaction, identity reinforcement, escapism and experience satisfaction when those needs are fulfilled. For instance, a study in the tourism context found that travellers who used smartphones to access media satisfied their informational, social interaction, entertainment, and convenience needs, and these gratifications had a positive influence on both attitude and overall satisfaction (Moon & An, 2022). Similarly, research among young Emiratis engaging with mobile news and storytelling revealed that interactivity, immediacy, entertainment and social connection needs strongly predict satisfaction arising from media consumption (Shamseldien et al., 2025). Therefore, when viewers are exposed to a full movie such as "DIRTY VOTE – FULL MOVIE", their satisfaction is likely to be shaped by how well that exposure fulfils each of their gratification needs, in line with the UGT.

Recent studies in Indonesia explored how documentary film 'Dirty Vote' about election fraud. For instance, although research on Dirty Vote has examined its effects on political knowledge and voting behaviour among Generation Z (Pamungkas et al., 2025), and

content analyses have investigated ideological framing and transitivity in the documentary's discourse (Wulansari & Mazid, 2024), there remains a paucity of empirical work that measures how watching this documentary fulfils specific gratification needs and how this, in turn, relates to overall satisfaction. Given that Dirty Vote was designed by constitutional law experts to expose the systemic design of fraud in the 2024 Indonesian General Election, investigating viewer satisfaction via the five gratification needs of UGT (information, entertainment, personal identity, social interaction, and escapism) would explore whether and which gratifications sought are actually obtained in this high-stakes documentary, and how that shapes satisfaction for understanding of how documentary exposure of political wrongdoing leads not just to knowledge gains or attitude shifts, but to the satisfaction of deeper psychological or social needs of viewers. Given these conditions, this study aims to analyse the exposure to the Dirty Vote documentary film on viewer satisfaction to provide empirical insights into how the content fulfils audience satisfaction.

LITERATURE REVIEW

a. Conceptualised Viewer Satisfaction Levels from the Uses and Gratifications Theory (UGT)

Viewer satisfaction with digital political documentaries on YouTube, when conceptualized through the Uses and Gratifications Theory UGT, is shaped by the extent to which content fulfils viewers' psychological and informational needs. Key gratifications identified in digital video contexts include entertainment, information engagement, escapism, social interaction, self-expression, and novelty satisfaction, all of which can drive both satisfaction and continued engagement with content (Chen et al., 2024; Peraiya & Nandukrishna, 2024; Wei et al., 2024). The UGT framework also highlights that when viewers perceive content as valuable and aligned with their preferences, satisfaction increases, which can foster digital dependency and influence behaviors such as sharing or purchasing (Jiang & Chen, 2025).

Research applying UGT to digital video platforms, including YouTube and livestreaming, highlights that viewer satisfaction is primarily driven by the fulfilment of specific gratifications such as entertainment, informativeness, sociability, and content quality (Hsu & Lin, 2023; Peraiya & Nandukrishna, 2024). Social and content gratifications are especially influential, with social interaction and content relevance boosting both satisfaction and the intention to continue using the platform. Additionally, habitual use can moderate satisfaction, where viewers continue to engage with content out of habit even if their initial motivations are not fully gratified, motivations such as escapism, self-compensation, and stress relief can also play significant roles in shaping satisfaction and potentially problematic use (Chen et al., 2024). Conceptualizing viewer satisfaction for digital political documentary films on YouTube through UGT involves assessing how well the content delivers on viewers' desires for information, entertainment, social connection, and personal relevance, with content quality and gratification alignment is central to high satisfaction levels (Hsu & Lin, 2023). Additionally, commentary-style and infotainment-rich political videos tend to receive more likes and engagement, indicating that audiences are particularly drawn to content that is both informative and entertaining (Harff & Schmuck, 2025).

b. The Influence of Exposure on Viewer Satisfaction Levels

Exposure to documentary film on platforms such as YouTube has become a critical area of inquiry as audiences increasingly consume political information from online video formats. Empirical studies have demonstrated that exposure to political content in digital spaces not

only informs viewers but also shapes perceptions of credibility, engagement, and satisfaction (Ronald Alfred & Ping Wong, 2022). For instance, studies of YouTube specifically show that its connective features and the emotional realism of content, such as web series and documentaries, can foster spaces for public debate and political deliberation, sometimes functioning as 'emotional public spheres' where social solidarity and political criticism are developed. These videos use strategies like balancing criticism with praise, directly addressing viewers as members of a civic public, and focusing criticism on those in power, all of which help to build social solidarity and encourage political criticism within the platform's community (Lange, 2024). YouTube's recommendation system does reinforce users' existing political views by promoting ideologically congenial content, especially for users with strong partisan identities or prior engagement, which can lead to selective exposure and the formation of echo chambers (Haroon et al., 2023; Ibrahim et al., 2023; Park & Park, 2024). These contrasting insights reveal the complexity of audience responses to political documentary film on social media platforms and indicate a need to evaluate satisfaction not just as a product of content quality, but also as a function of exposure in participatory media environments.

Research on YouTube and political engagement, viewed through the lens of UGT, shows that people are motivated to watch political content on YouTube for reasons such as entertainment (including political satire), mental stability, convenience, and information-seeking. Among these, the convenience of the platform and the pursuit of information are especially influential in increasing political knowledge, which in turn boosts political interest and a sense of political efficacy, encouraging greater political participation (Kaur et al., 2025). Yet, while prior research establishes strong correlations between exposure and gratifications, few studies explicitly examine the interplay of these frameworks in the context of YouTube political documentary film, especially within developing democratic settings. This study addresses this gap by exploring how exposure to the *Dirty Vote* documentary film on YouTube affects satisfaction, extending theoretical discussions by integrating UGT theory in the analysis of documentary film.

METHODOLOGY

Research Design and Approach

This study employed a quantitative approach using a survey design to investigate the relationship between exposure to the documentary film *Dirty Vote* and viewer satisfaction. Data was collected via an online questionnaire and analysed using descriptive and inferential statistics.

The research population was defined as viewers of the *Dirty Vote Full Movie* on YouTube. To ensure respondents had sufficient familiarity with the content, a purposive sampling technique was used to target active commenters on the video. This sampling frame was selected because active commenters are demonstrably engaged with the content, providing a relevant population for measuring the specific constructs of exposure and satisfaction. A total sample of 398 respondents was selected using purposive sampling. It is acknowledged that this sampling method may introduce self-selection bias, as active commenters may represent a more politically or emotionally engaged subset of the broader viewer base, potentially limiting the generalizability of the findings to all viewers.

Data was collected through a two-stage process to circumvent YouTube's potential restrictions on external links (shadow banning), Leerssen (2023) argues that shadow banning refers to when platforms limit a user's visibility (for example, by hiding or downranking their

content) without explicitly notifying them. First, invitation comments without hyperlinks were posted on the *Dirty Vote Full Movie*, inviting interested users to participate in a research study. Willing participants were instructed to contact the research team via an Instagram account. In the second stage, the researcher initiated contact through Instagram to screen respondents (confirming they were active commenters) and subsequently distributed personalised links to the online questionnaire. The online questionnaire was designed based on two primary constructs:

1. Exposure Intensity - measured using indicators of frequency, duration, and attention paid to the documentary film.
2. Viewer Satisfaction - assessed across five dimensions: cognitive, affective, personal integrative, social integrative, and tension release.

All items were measured using a 3-point Likert scale.

Data Analysis

Data analysis employed descriptive and inferential statistics using SPSS (Version 25.0). Normality testing was conducted first, followed by:

- 1) Coefficient of determination (R^2) analysis,
- 2) T-tests,
- 3) Pearson correlation, and
- 4) Simple linear regression to measure exposure's influence on satisfaction. Statistical significance was set at $p < 0.05$.

The research is guided by an alternative hypothesis. In this context, the alternative hypothesis indicates a presumption of a difference, relationship, or effect between the variables that is not zero. Formally, the hypothesis tested in this study is:

H_a : There is a significant influence of exposure to the 'Dirty Vote' documentary film on the level of audience satisfaction among viewers of the Dirty Vote YouTube account.

RESULTS

Respondent Data Description

The gender distribution indicates higher female participation, with 208 female respondents (52%) compared to 190 male respondents (48%) out of the total sample of 398. This suggests slightly greater female engagement in responding to the *Dirty Vote* documentary film on YouTube. Regarding age, the majority of respondents (276 individuals), 69% were aged 25–28 years. This was followed by the 29–32 age group (92 individuals, 23%) and the 21–24 cohort (30 individuals, 8%). These figures indicate that the 25-28-year-old demographic demonstrated the highest response activity to the issues presented in the documentary film.

Respondent Description Based on Exposure Intensity

For the Frequency Indicators, Indicator X1 (viewing on the premiere day) showed high engagement, with the majority of respondents awarding high scores: 276 individuals selected score 4 and 116 selected score 3. Indicator X2 (rewatching within several weeks after the premiere) indicates sustained interest in the film, as score 3 was the most frequently chosen (by 243 respondents), followed by score 4 (109 respondents). Finally, Indicator X3 (viewing

within several months after the premiere) also reflects high satisfaction, with 284 respondents selecting score 3 and 57 selecting score 4, as detailed in Table 1 below.

Table 1: Respondent description by viewing frequency

Score (Response)	X1 (Premiere Day)	X2 (Weeks After)	X3 (Months After)	Total
1	2	3	3	8
2	4	43	54	101
3	116	243	284	643
4	276	109	57	442
Total	398	398	398	1194

For Duration Indicators, Indicator X4 showed that 339 respondents were indeed active followers of the film since its initial broadcast. Conversely, only 1 respondent gave a very low score (1), while 58 provided moderate scores. Indicator X5 (measuring the propensity to rewatch within several weeks after broadcast) recorded the highest score from 268 respondents, followed by 129 moderate scores. Finally, Indicator X6 (assessing willingness to rewatch months after broadcast) revealed a decline in top scores to 220, despite moderate scores rising to 176, as shown in Table 2 below.

Table 2: Respondent description by viewing duration

Score (Response)	X4 (I allocated time to watch <i>Dirty Vote</i> on its premiere day with duration of...)	X5 (I allocated time to rewatch <i>Dirty Vote</i> within weeks after premiere with duration of...)	X6 (I still set aside time to rewatch <i>Dirty Vote</i> months after premiere with duration of...)
1	0	0	1
2	1	1	1
3	58	129	176
4	339	268	220
Total	398	398	398

For Attention Indicators, Indicator X7 (measuring respondents' focus on the film's content from start to finish without distraction) recorded 357 top scores (4), while 41 were moderate (3). Indicator X8 (gauging seriousness in attending to key sections of the *Dirty Vote*) showed a slight decline in top scores to 329, despite moderate scores rising to 65. Finally, Indicator X9 (assessing respondents' ability to recall key points post-viewing) recorded 321 top scores (4) and 77 moderate scores (3), as detailed in Table 3 below.

Table 3: Respondent description by attention

Score (Response)	X7 (I focused on watching <i>Dirty Vote</i> from start to finish without distraction)	X8 (I seriously paid attention to the important parts of <i>Dirty Vote</i>)	X9 (I was able to recall the key points conveyed in <i>Dirty Vote</i> after watching)
1	0	0	0
2	0	4	0
3	41	65	77
4	357	329	321
Total	398	398	398

Respondent Description Based on Satisfaction Level

For Cognitive Needs Indicators, Indicator Y1 showed 352 respondents were highly satisfied (score 4) while 46 were moderately satisfied (score 3). Similarly, Indicator Y2 yielded comparable results with 341 highly satisfied responses (score 4) and 57 moderately satisfied (score 3). Notably, no dissatisfaction scores were recorded in either category, as shown in Table 4 below.

Table 4: Respondent description by cognitive needs

Score (Response)	Y1 (I felt satisfied because <i>Dirty Vote</i> provided information about political practices in Indonesia)	Y2 (I felt satisfied because <i>Dirty Vote</i> answered my curiosity about the country's political system and practices)
1	0	0
2	0	0
3	46	57
4	352	341
Total	398	398

For Affective Needs Indicators, Indicator Y3 showed 328 respondents with the highest score (4), while 70 gave moderate scores (3). Similarly, Indicator Y4 revealed a comparable pattern: 312 respondents assigned top scores (4), indicating they felt emotionally engaged by the film's content, while 86 provided moderate scores (3), as detailed in Table 5 below.

Table 5: Respondent description by affective needs

Score (Response)	Y3 (I felt entertained and satisfied after watching <i>Dirty Vote</i>)	Y4 (I felt satisfied because <i>Dirty Vote</i> stirred my emotions about my role and position in society)
1	0	0
2	0	0
3	70	86
4	328	312
Total	398	398

For Integrative Personal Needs Indicators, Indicator Y5 recorded 327 highly satisfied scores (4) and 71 moderately satisfied scores (3). Meanwhile, Indicator Y6 showed 286 highly satisfied scores (4) alongside 112 moderately satisfied scores (3), as detailed in Table 6 below.

Table 6: Respondent description by personal integrative needs

Score (Response)	Y5 (I felt satisfied because <i>Dirty Vote</i> made me feel more confident in understanding political issues in society)	Y6 (I felt satisfied because <i>Dirty Vote</i> helped me understand and affirm my personal identity and status in social life)
1	0	0
2	0	0
3	71	112
4	327	286
Total	398	398

For Integrative Social Needs Indicators, Indicator Y7 showed 338 respondents awarded the highest satisfaction score (4), while 90 gave moderate satisfaction scores (3). Meanwhile, Indicator Y8 recorded 301 highest scores (4) alongside 97 moderate scores (3), as shown in Table 7 below.

Table 7: Respondent description by social integrative needs

Score (Response)	Y7 (I felt satisfied because <i>Dirty Vote</i> encouraged me to socialise in my environment regarding the issues presented)	Y8 (I felt satisfied because <i>Dirty Vote</i> made it easier for me to share information and discuss with others)
1	0	0
2	0	0
3	90	97
4	338	301
Total	398	398

For Release Needs Indicators, Indicator Y9 recorded 295 highly satisfied responses (score 4), while 103 respondents gave moderate satisfaction scores (score 3). Indicator Y10 yielded nearly identical results with 296 highest scores (4) and 102 moderate scores (3), as detailed in Table 8 below.

Table 8: Respondent description by diversion needs

Score (Response)	Y9 (I felt satisfied because <i>Dirty Vote</i> helped me relieve tension through its interesting presentation)	Y10 (I felt satisfied because <i>Dirty Vote</i> presented diverse information that kept me from feeling bored)
1	0	0
2	0	0
3	103	102
4	295	296
Total	398	398

Viewing Exposure Frequency for the Documentary Film *Dirty Vote*

The analysis of viewing exposure, measured by summing scores across multiple Likert-type items, shows a very high level of engagement. The total scores from the scale were classified into three levels: Low (9–18), Moderate (18.1–27.1), and High (27.2–36). Of the 398 respondents, 390 (98.0%) fell within the high engagement category, while 8 (2.0%) demonstrated moderate engagement. No respondents were in the low engagement tier. The fact that nearly all respondents were in the highest category suggests that *Dirty Vote* successfully captured and sustained audience attention as detailed in Table 9.

Table 9: Level of viewing exposure

Category	Frequency	Percentage (%)
Medium	8	2,0
High	390	98,0
Total	398	100,0

Viewer Satisfaction Frequency for the Documentary Film *Dirty Vote*

Satisfaction was measured by summing respondent scores on a multi-item Likert scale. The total scores were categorised as Low (10–20), Moderate (20.1–30.1), or High (31.2–40). The results show that 396 respondents (99.5%) expressed high satisfaction, while 2 (0.5%) indicated moderate satisfaction. With no respondents in the low satisfaction category, the findings indicate an overwhelming positive reception towards *Dirty Vote* regarding its substantive content and efficacy in enhancing political awareness as detailed in Table 10.

Table 10: Viewer satisfaction level for *dirty vote* documentary film

Category	Frequency	Percentage (%)
Medium	2	0,5
High	396	99,5
Total	398	100,0

Cross-Tabulation of Viewing Exposure and Viewer Satisfaction

As shown in Table 11, cross-tabulation analysis reveals a strong positive correlation between exposure intensity and satisfaction levels. Notably, all 8 respondents (100%) with moderate exposure nevertheless reported high satisfaction. Conversely, among the 390 high-exposure respondents, 388 (99.5%) demonstrated high satisfaction, with only 2 (0.5%) showing moderate satisfaction. This demonstrates a clear pattern: higher viewing engagement consistently corresponds to elevated satisfaction levels. The observed correlation substantiates the premise that active involvement with *Dirty Vote* directly contributed to audience fulfilment.

Table 11: Cross-tabulation of viewing exposure level and satisfaction level

Viewing Exposure	Medium Satisfaction	High Satisfaction	Total
Medium	0 (0,0%)	8 (100,0%)	8
High	2 (0,5%)	388 (99,5%)	390
Total	2 (0,5%)	396 (99,5%)	398

Validity Testing for Viewing Exposure

As presented in Table 12, the validity assessment of viewing exposure instruments for *Dirty Vote* demonstrates that all measurement items exceed validity thresholds. Each statement showed a calculated r-value (ranging from 0.344 to 0.648) greater than the critical r-value of 0.098 at a 5% significance level (n=396, df=n-2=394). This confirms all items are statistically valid. Consequently, the instrument measuring exposure intensity, encompassing frequency, duration, and attentiveness dimensions, satisfies formal validity criteria and is robust for subsequent analysis.

Table 12: Validity test for viewing exposure items

No.	Viewing Exposure Statements (X)	r-count	r-table (n=396, 5%)	Result
1	I watched <i>Dirty Vote</i> on its premiere day	0,353	0,098	Valid
2	I rewatched <i>Dirty Vote</i> within weeks after premiere	0,634	0,098	Valid
3	I watched <i>Dirty Vote</i> months after premiere	0,648	0,098	Valid
4	I allocated time to watch <i>Dirty Vote</i> on its premiere day	0,450	0,098	Valid
5	I allocated time to rewatch <i>Dirty Vote</i> within weeks after premiere	0,594	0,098	Valid
6	I still set aside time to rewatch <i>Dirty Vote</i> months after premiere	0,542	0,098	Valid
7	I focused on watching <i>Dirty Vote</i> from start to finish without distraction	0,378	0,098	Valid
8	I seriously paid attention to important parts in <i>Dirty Vote</i>	0,367	0,098	Valid
9	I was able to recall the key points conveyed in <i>Dirty Vote</i> after watching	0,344	0,098	Valid

For validity testing for viewer satisfaction, as presented in Table 13, the validity assessment of satisfaction metrics confirms all measurement items exceed statistical thresholds. Each statement demonstrated a calculated r-value (ranging from 0.370 to 0.776) significantly above the critical r-value of 0.098 at 5% significance (n=396). This validates every item as statistically robust for measuring viewer satisfaction dimensions, including cognitive, affective, integrative personal, integrative social, and release needs, regarding *Dirty Vote*. Consequently, the instrument proves both reliable and accurate for assessing viewer satisfaction in this study.

Table 13: Validity test for viewer satisfaction items

No	Satisfaction Statements (Y)	r-count	r-table (n=396, 5%)	Result
1	I felt satisfied because <i>Dirty Vote</i> provided information about political practices in Indonesia	0,370	0,098	Valid
2	I felt satisfied because <i>Dirty Vote</i> answered my curiosity about the political system and practices	0,458	0,098	Valid
3	I felt entertained and satisfied after watching <i>Dirty Vote</i>	0,561	0,098	Valid
4	I felt satisfied because <i>Dirty Vote</i> stirred my emotions about my role and position in society	0,673	0,098	Valid
5	I felt satisfied because <i>Dirty Vote</i> made me feel more confident in understanding current political issues	0,683	0,098	Valid
6	I felt satisfied because <i>Dirty Vote</i> helped me understand and affirm my personal identity and status in social life	0,776	0,098	Valid
7	I felt satisfied because <i>Dirty Vote</i> encouraged me to socialise regarding the issues presented	0,594	0,098	Valid
8	I felt satisfied because <i>Dirty Vote</i> made it easier to share information and discuss with others	0,570	0,098	Valid
9	I felt satisfied because <i>Dirty Vote</i> helped me relieve tension through its interesting presentation.	0,688	0,098	Valid
10	I felt satisfied because <i>Dirty Vote</i> presented diverse information that kept me from feeling bored	0,624	0,098	Valid

Reliability Testing

As detailed in Table 14, reliability analysis confirms both research instruments demonstrate strong internal consistency. The Cronbach's α coefficient for Viewing Exposure (X) is 0.703, while Viewer Satisfaction (Y) achieved 0.751. Both comfortably exceeding the minimum reliability threshold of 0.60. This indicates excellent measurement stability, confirming the instruments consistently and reliably quantify viewing exposure intensity and satisfaction levels for *Dirty Vote*.

Table 14: Reliability test

Variabel	Cronbach's Alpha Based on Standardised Items	Reliability Standard	Description
Viewing Exposure (X)	0,703	0.60	Reliable
Satisfaction (Y)	0,751	0.60	Reliable

As evidenced in Table 15, the normality assessment confirms all data exhibit normal distribution, with a significance value of 0.200 comfortably exceeding the 0.05 threshold. This satisfies the critical assumption for parametric analysis, validating the application of subsequent statistical tests to the dataset.

Table 15: Normality test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Predicted Value
N		398
Normal Parameters ^{a,b}	Mean	38.2914573
	Std. Deviation	.36529852
Most Extreme Differences	Absolute	.213
	Positive	.117
	Negative	-.213
Test Statistic		.213
Asymp. Sig. (2-tailed)		.200c

In the R² test (Coefficient of Determination), Table 16 indicates an R-value of 0.023. The derived R-squared value is 0.046, signifying that exposure to the *Dirty Vote* (X) explains 4.6% of the variation in audience satisfaction levels (Y). The remaining 95.4% is attributed to other unidentified factors, as presented in Table 16.

Table 16: Coefficient of determination test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.161a	.046	.023	2.247

a. Predictors: (Constant), Terpaan Menonton Film

In the T-test, Table 17 shows a t-statistic of 3.239 and a significance value (Sig.) of 0.001, which is below the alpha level of $\alpha = 0.05$. Comparing this to the critical t-value of 1.966, the results indicate that $t \text{ statistic} > t \text{ critical}$ and $\text{Sig.} < 0.05$. Thus, H_0 is rejected and H_a is accepted. This signifies a statistically significant influence of exposure to *Dirty Vote* on audience viewing satisfaction.

Table 17: T-test

Model		Coefficients			T	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	32.287	1.857		17.388	.000
	Viewing Exposure	.184	.057	.161	3.239	.001

Dependent Variable: Satisfaction Level

In the Linear Regression analysis, the constant coefficient (intercept) of 32.287 indicates a baseline audience viewing satisfaction level of 32.287 when there is zero exposure to the documentary film. Meanwhile, the regression coefficient for the documentary film exposure (X) is 0.184, signifying that for every one-unit increase in exposure, viewing satisfaction increases by 0.184 units. The positive direction of this coefficient demonstrates a statistically significant positive influence of the documentary film exposure on audience satisfaction, as presented in Table 18 below.

Table 18: Simple regression analysis

Model		Coefficients			T	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	32.287	1.857		17.388	.000
	Viewing Exposure	.184	.057	.161	3.239	.001

Dependent Variable: Satisfaction Level

DISCUSSION

The Impact of Viewing Exposure on Audience Satisfaction Levels for Dirty Vote

This study confirms that exposure to *Dirty Vote*, measured through frequency of viewing, duration of engagement, and level of attention paid, significantly influences viewer satisfaction levels on its YouTube channel. The statistical significance ($p < 0.05$) leading to the acceptance of the alternative hypothesis provides a foundational confirmation of this relationship. However, the notably high levels of viewing intensity warrant deeper interpretation beyond the descriptive statistics.

The data reveals an exceptionally high viewing frequency, with 69.3% of respondents scoring 'very high'. While this positively indicates satisfaction, it also suggests the documentary film role transcended passive viewing and became a tool for social or political reaffirmation. Viewers often re-watch content that aligns with their beliefs as a way to seek comfort, stability, and predictability, a phenomenon described as the pursuit of 'ontological comfort' (Siles et al., 2025). This behaviour is not limited to entertainment; in political contexts, algorithms such as YouTube's recommendation system can reinforce confirmation bias by suggesting similar political content after a viewer watches material from a particular party, thereby potentially strengthening existing worldviews (Van Dalen, 2021). Therefore, high frequency may not only reflect satisfaction but also a form of cognitive reinforcement in a polarized information climate.

Similarly, the finding that 85.2% of respondents watched the documentary film in its entirety on the premiere day points to more than just a desire for information. This behaviour aligns with the concept of media events, where live or synchronous consumption creates a shared experience. The high duration likely enhanced comprehension, but it also signals a high level of anticipation and pre-existing audience investment in the topic, which itself is a powerful predictor of satisfaction. The high attentional engagement (89.7% reported sustained focus) is a critical driver of satisfaction. This intense focus suggests the content was not just consumed but processed deeply. When audiences feel a piece of media contains crucial, exclusive, or empowering information, as is often the case with investigative documentary film, they are more likely to dedicate significant cognitive resources to it, leading to a more gratifying and impactful experience. The Uses and Gratifications theory effectively frames how audiences actively seek satisfaction. Exposure to political content on YouTube, measured by frequency, attention, and duration, significantly increases political participation and awareness among young people. The political context of the *Dirty Vote* documentary film is key here, for audiences seeking to understand alleged electoral fraud and political manipulation, the documentary film likely served as a central information resource in an environment where such information may be perceived as scarce or contested. This high satisfaction can explain the intense exposure metrics:

1. High Frequency & Duration - Viewers depended on the documentary film not just for a one-time update, but for a comprehensive understanding they could trust, leading to repeated and complete viewings.
2. High Attention - When a media source is depended upon to make sense of a politically ambiguous situation, audiences invest greater cognitive effort to absorb its arguments and evidence.

The gratification was not merely informational or emotional. It was, for many viewers, orientational, helping them navigate and understand a complex and high-stakes political

reality. This theoretical lens complements UGT by explaining why the gratifications sought from this specific film were so intense and why their fulfilment led to such high satisfaction.

Audience Satisfaction Levels for the 'Dirty Vote' Documentary Full Movie

Audience satisfaction with the *Dirty Vote* documentary film is measured through five core dimensions, based on UGT (cognitive needs, affective needs, personal integrative needs, social integrative needs, and escapist needs or tension release).

1. Cognitive Needs

This dimension relates to fulfilling the audience's need for information, knowledge, and understanding of the documentary film subject matter. A majority of respondents stated they gained new knowledge regarding phenomena such as electoral fraud, power engineering, and political system manipulation in Indonesia. The documentary film provides compelling data, facts, and arguments, thereby enriching viewers' understanding of electoral dynamics. Furthermore, over 80% of respondents expressed satisfaction with the documentary film in fulfilling this cognitive aspect. This aligns with studies who found that audiences actively use media to satisfy cognitive gratifications by seeking out content that helps them acquire new knowledge, deepen understanding, and fulfil intellectual curiosity.

According to UGT, individuals are not passive recipients but make conscious choices about which media to engage with based on their cognitive needs, such as information acquisition and comprehension enhancement (Glo, 2024; Sichach, 2024). Their study emphasized that people seek media content when they expect it to meet intellectual needs, although gratifications obtained may not always perfectly match expectations. In the case of *Dirty Vote*, the high satisfaction levels suggest a strong alignment between gratifications sought and gratifications obtained for cognitive needs.

Similarly, Li et al. (2023) demonstrated that viewers of Chinese documentary film reported satisfaction due to gaining credible and up-to-date information, which enhanced their socio-political and cultural awareness. This mirrors your findings that *Dirty Vote* viewers valued its presentation of data, facts, and arguments, leading to a deeper grasp of electoral processes and manipulation. Both studies underscore the role of documentary film as informational and educational tools that fulfil audiences' desire for reliable, knowledge-rich content.

2. Affective Needs

This dimension concerns the emotional responses experienced by viewers during or after watching the film. Respondents reported feeling moved by the documentary film exposure of power manipulation. Consequently, approximately three-quarters (75%) of respondents stated the documentary film was successful in arousing their concern and engagement with political issues. Previous research supports the idea that political documentary film can act as powerful triggers of emotional responses that extend beyond individual experiences into collective political awareness. For instance, Wawrzyński (2022) demonstrated that affective strategies in political documentary film and political communication, such as the use of rhythm, tone, and narrative structure, play a crucial role in creating shared spaces for political reflection and emotional mobilization. Emotional appeals, particularly those invoking pride, compassion, anger, fear, and hope, can be tailored to target specific audiences and influence their attitudes, engagement, and willingness to participate in political action.

3. *Personal Integrative Needs*

This dimension concerns how the *Dirty Vote* documentary film reinforces viewers' self-image, self-confidence, and self-esteem. Research findings indicate that 70% of respondents felt the documentary film successfully satisfied their need to strengthen their personal positioning in political discourse. Previous studies have highlighted personal integrative needs as central to media consumption, especially in contexts where political identity and self-image are at stake. For instance, UGT literature notes that individuals often turn to media not only for information but also for self-affirmation and social standing in political discussions. Social media platforms often foster a sense of political self-efficacy and confidence, sometimes independent of actual knowledge gains, which can stimulate political engagement and reinforce partisan identity through self-expression and social interaction (Wang et al., 2024). Similarly, research evolving applications of UGT confirms that political media can provide audiences with a sense of empowerment, helping them feel more confident and credible when engaging in civic discourse (Anum & Zulfiqar, 2025).

4. *Social Integrative Needs*

This dimension refers to the documentary film capacity to facilitate viewers in establishing or strengthening social relationships through discussion and interaction with others. Approximately four-fifths (78%) of respondents considered the documentary film effective in satisfying their need to engage in conversations and debates concerning democratic issues. This aligns with UGT, which recognizes social integrative needs as a core motivation for media use, emphasizing the role of media in fostering interpersonal discussion and relationship-building (Wawrzyński, 2022). Prior research similarly highlights that audiences consume documentary film and other digital media not only for entertainment but also to stimulate dialogue and social connection, particularly on issues of collective importance, social media platforms like YouTube serve as discursive spaces where viewers actively interpret content, share insights, and participate in both unidirectional and dialogical exchanges, deepening their understanding of film narratives and themes while building community bonds (Pramana & Triantoro, 2025).

Moreover, YouTube and other media platforms are closely tied to individuals' social needs, serving as channels to strengthen existing relationships and facilitate public discourse. Among adolescents, YouTube use is influenced by friendship networks, with evidence of social influence shaping media consumption and, in turn, media use contributing to the development and maintenance of friendship ties (Huang & Ki, 2025). Social media platforms enable users to maintain interpersonal connectivity, enhance social relationships, and fulfil psychological needs such as belonging and social enhancement, although the depth and authenticity of these connections can vary (Anter et al., 2025; Dong, 2025; Jain & Dubey, 2025; Skhirtladze, 2024).

5. *Escapist Needs or Tension Release*

This dimension concerns the documentary film role as a means of diversion from social pressures for entertainment. Despite its serious subject matter, some respondents viewed *Dirty Vote* documentary film as a form of tension release, feeling it enabled them to channel political anxieties through critical, perspective-broadening content. Consequently, two-thirds (65%) of respondents felt the documentary film met their escapism needs. According to UGT research, media consumption is an active process, with audiences selecting media to fulfil specific needs such as cognitive, affective, personal integrative, social integrative, and

escapist motivations (Sichach, 2024). Political and issue-based media, in particular, often stimulate discussions within both in-group and out-group contexts, thereby reinforcing social bonds and fostering democratic engagement (Puspasari et al., 2024). Empirical evidence also suggests that motivations for social utility and guidance influence how audiences engage with political content, leading to deeper participation in public discourse (Peter & Muth, 2023). Similarly, Zernov and Shalyutina (2024) highlights that social interactive needs are a key driver of media use, showing how platforms and content can facilitate conversations, debates, and relationship-building.

The research findings indicate that audience satisfaction levels fall within the good to excellent range. This is evidenced by high mean scores across all satisfaction dimensions, demonstrating that the *Dirty Vote* documentary film is not only informative but also effective in addressing viewers' psychosocial needs. Consequently, this addresses the second research question, confirming that viewer satisfaction with the film ranges from good to excellent across all measured dimensions.

CONCLUSION

This study conclusively establishes a significant relationship between viewing and audience satisfaction for the *Dirty Vote* documentary film on YouTube. The high levels of recorded engagement, marked by exceptional viewing frequency, duration, and attentional focus, serve as predictors of satisfaction. However, these metrics signify more than mere consumption. The collective, premiere-day viewing points to a media event fostering shared experience, whilst the high frequency suggests a use of the film for cognitive reinforcement and ontological comfort within a polarised political climate.

The satisfaction derived is comprehensively explained through the lens of Uses and Gratifications Theory. The documentary film successfully fulfilled a complex set of viewer needs, it met cognitive demands through its presentation of compelling data, affective needs by eliciting emotional engagement, personal integrative needs by bolstering self-confidence in political discourse, social integrative needs by stimulating public conversation, and even tension release by providing a channel for political anxieties. The high satisfaction scores across all five dimensions confirm that audiences actively selected and used the film to address specific psychosocial goals.

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