

ABSTRACT

This study aims to obtain empirical data about the relationship between confirmation bias in perceiving positive hoaxes with the decision to choose millennial in the 2019 presidential election. In this study the sample consisted of millennials with a total of 400 people with the support of having the right to vote in the 2019 presidential election and living in the Province DKI Jakarta. With an age range of 20-35 years. This study uses quantitative methods in the results of this study indicating that research proves that it can prove that the value of sig. (2-tailed) of 0,000, because of the sig value. $(0,000) < 0.05$. Which can determine a significant difference between the variable bias with the decision to choose in the millennial generation with a consideration coefficient value of 0.459 and included in the category is quite strong.

Keywords: Decision to Choose, Hoax, Confirmation Bias.

