

## ABSTRAK

**Arya Mayadi (1005871).** *Pengaruh Ketertarikan Interpersonal Terhadap Polarisasi Kelompok.* Skripsi. Departemen Psikologi. Fakultas Ilmu Pendidikan. Universitas Pendidikan Indonesia. 2017

Penelitian ini bertujuan untuk menguji pengaruh ketertarikan interpersonal terhadap polarisasi kelompok. Metode penelitian yang digunakan adalah eksperimen terhadap tiga kelompok yang masing-masing mendapatkan *treatment* yang berbeda (*true experimental design pre-test-posttest control group design*). Instrumen penelitian angket alat ukur *group polarization* yang mengukur pengambilan keputusan sebelum dan sesudah partisipan berdiskusi dalam kelompok. Partisipan penelitian merupakan mahasiswa Departemen Psikologi UPI dan masyarakat yang berada di tempat umum. Temuan penelitian menunjukkan bahwa jarak sebelum dan sesudah berdiskusi pada kelompok dalam kondisi sesama anggotanya tertarik lebih besar daripada kelompok tidak mengenal sesama anggotanya dengan hasil secara statistik tidak signifikansi. Kesimpulan penelitian ini adalah ketertarikan interpersonal memengaruhi polarisasi kelompok.

**Kata kunci:** ketertarikan interpersonal, polarisasi kelompok, tertarik, tidak mengenal.

## ABSTRACT

**Arya Mayadi (1005871).** *Effect Of Interpersonal Attraction On Group Polarization.* Research Paper. Departemen of Psychology. Indonesia University of Education. 2017

The aim of the study was to investigate the effect of interpersonal attraction on group polarization. Experiment method was employed true experimental design pre-test-posttest control group design which was divided in three groups that have received different treatment. Instrument of the study is scales for group polarization, which measures the difference between before and after the discussion. Participants were undergraduate students of Psychology Department of Indonesia University of Education and people at the park. The result of the study that there was a difference between before and after the discussion from a group that perceived attractiveness from a group member than a group that doesn't know their group member with statistically is not significant. The conclusion of the study is interpersonal attraction affected group polarization.

**Keywords:** interpersonal attraction, group polarization, attractiveness, doesn't know