

Nomor Skripsi : 1820/UN40.A2.11/PP/2020

**Pengaruh Terpaan Tayangan Talkshow ‘Mata Najwa’
Terhadap Sikap Politik Anak Muda**

*(Studi deskriptif korelasional pada penonton talkshow ‘Mata Najwa’ di Youtube
episode “Ujian Reformasi : Perlawanan Mahasiswa”)*

SKRIPSI

Diajukan untuk Memenuhi Sebagian dari Syarat Memperoleh Gelar Sarjana Ilmu Komunikasi



oleh:

Norma Trialisa

1600021

**PROGRAM STUDI ILMU KOMUNIKASI
FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
BANDUNG
2020**

**PENGARUH TERPAAN TAYANGAN PROGRAM TALKSHOW MATA NAJWA
TERHADAP SIKAP POLITIK ANAK MUDA**

(Studi deskriptif korelasional pada penonton talkshow ‘Mata Najwa’ di Youtube episode “Ujian Reformasi : Perlawanan Mahasiswa”)

Oleh

Norma Trialisa

Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Sarjana Ilmu Komunikasi pada Fakultas Pendidikan Ilmu Pengetahuan Sosial

©Norma Trialisa 2020

Universitas Pendidikan Indonesia

Agustus 2020

Hak cipta dilindungi Undang – Undang.

Skripsi ini tidak boleh diperbanyak seluruhnya atau sebagian, dengan dicetak ulang, di fotocopy, atau cara lainnya tanpa ijin dari penulis

LEMBAR PENGESAHAN

Norma Trialisa

NIM. 1600021

**PENGARUH TERPAAN TAYANGAN PROGRAM TALKSHOW MATA NAJWA
TERHADAP SIKAP POLITIK ANAK MUDA**

*(Studi deskriptif korelasional pada penonton talkshow 'Mata Najwa' di Youtube episode
"Ujian Reformasi : Perlawanan Mahasiswa")*

Skripsi ini disetujui oleh,

Pembimbing I,



Prof. Dr. Cecep Darmawan, S.Pd., S.IP., M.Si., M.H

NIP. 19690929 199402 1 001

Pembimbing II,



Firman Aziz, S.Pd., M.Pd

NIP. 19830215 200912 1 004

Mengetahui,

**Ketua Program Studi Ilmu Komunikasi UPI
Fakultas Pendidikan Ilmu Pengetahuan Sosial
Universitas Pendidikan Indonesia,**



Dr. Ahmad Fahrul Muchtar Affandi, M.Si.

NIP. 19850717 201404 1 001

ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk menganalisis tingkat pengaruh antara terpaan tayangan program talkshow Mata Najwa di kanal youtube dengan mengacu pada sub variabel yaitu pengenalan, ingatan, perhatian, dan keterikatan terhadap sikap politik yang ditunjukkan oleh anak muda. Jenis penelitian ini adalah penelitian deskriptif korelasional dengan menggunakan pendekatan kuantitatif. Pengumpulan data dilakukan dengan menyusun pernyataan-pernyataan yang dijadikan instrumen penelitian, kemudian disusun dalam bentuk angket/kuesioner dan disebar ke 100 orang responden. Dalam proses menganalisis data, digunakan statistika deskriptif dan analisis regresi berganda. Hasil yang didapatkan dari penelitian ini menunjukkan bahwa terpaan tayangan program Mata Najwa yang ada di youtube berpengaruh pada sikap politik anak muda. Akan tetapi hanya tiga sub variabel yang berpengaruh secara signifikan terhadap sikap politik, yaitu sub variabel pengenalan, perhatian, dan keterikatan dengan masing-masing nilai signifikansinya 0.012, 0.001, dan 0.000, sedangkan untuk sub variabel ingatan tidak berpengaruh secara signifikan terhadap sikap politik, dengan nilai signifikansi 0,583. Dengan demikian dapat disimpulkan bahwa terpaan tayangan talkshow Mata Najwa berpengaruh secara positif pada sikap politik anak muda

Kata Kunci: Tayangan Program Talkshow, Tayangan Mata Najwa, Youtube, Sikap Politik, Anak Muda

ABSTRACT

The aim of this research was to analyze the level of influence of Mata Najwa talkshow program exposure aired on YouTube channel by using the sub-variables, there are recognition, memory, attention, and engagement to political attitudes of youth. Type of this research is a descriptive correlational study using a quantitative approach. Data collection was carried out by giving statements as the instrument, then put in the form of a questionnaire and distributed it to 100 respondents. In the process of analyzing data, descriptive statistics and multiple regression analysis were used. The results obtained from this study indicate that exposure to Mata Najwa talkshow program on YouTube has an effect on the political attitudes of youth. However, only three sub-variables that have significant effects to political attitudes, which are recognition, attention, and engagement, with their significance values 0.012, 0.001, and 0.000, meanwhile, the sub variable memory did not have a significant effect on political attitudes, with significance value 0.583. So it can be concluded that the exposure of Mata Najwa talk show program shows positive influence on the political attitudes of youth

Keywords: Influence of Talkshow Program, Mata Najwa Program, Youtube, Political Attitudes, Youth

DAFTAR ISI

LEMBAR PENGESAHAN.....	i
PERNYATAAN KEASLIAN SKRIPSI.....	ii
KATA PENGANTAR.....	iii
UCAPAN TERIMA KASIH.....	iv
ABSTRAK.....	vi
ABSTRACT.....	vii
DAFTAR ISI.....	viii
DAFTAR TABEL.....	xii
DAFTAR GAMBAR.....	xiv
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang Penelitian.....	1
1.2 Rumusan Masalah.....	8
1.3 Tujuan Penelitian.....	8
1.4 Manfaat Penelitian.....	9
1.4.1 Manfaat Sisi Teoretis.....	9
1.4.2 Manfaat Sisi Praktis.....	9
1.4.3 Manfaat Segi Kebijakan.....	10
1.4.4 Manfaat Segi Isu dan Aksi Sosial.....	10
1.5 Struktur Organisasi Skripsi.....	10
BAB II KAJIAN PUSTAKA.....	13
2.1 Komunikasi.....	13
2.2 Komunikasi Politik.....	14
2.3 Media.....	15
2.4 Media Youtube.....	16
2.5 Talkshow.....	18
2.6 Pengaruh Tayangan.....	19
2.7 Sikap Politik.....	20
2.8 Teori Sosial Kognitif.....	21
2.9 Penelitian Terdahulu.....	23
2.10 Model Kerangka Berpikir dalam Penelitian.....	30
2.11 Paradigma Penelitian.....	30
2.12 Hipotesis.....	31
BAB III METODE PENELITIAN.....	33
3.1 Desain Penelitian.....	33
3.2 Gambaran Populasi dan Sampel Penelitian.....	34
3.2.1 Populasi.....	34
3.2.2 Sampel.....	34
3.3. Teknik dalam Pengumpulan Data.....	36

3.3.1 Penelitian Lapangan.....	36
3.3.2 Studi Kepustakaan.....	37
3.3.3 Studi Dokumentasi.....	37
3.4 Definisi Operasional Variabel.....	38
3.4.1 Variabel Independen (X) : Terpaan Tayangan.....	38
3.4.2 Variabel Dependen (Y1) : Sikap Politik.....	38
3.5 Uji Instrumen dalam Penelitian.....	43
3.5.1 Uji Validitas.....	43
3.5.2 Uji Reliabilitas.....	45
3.6 Prosedur Penelitian.....	46
3.7 Teknik Analisis Data Penelitian.....	47
3.7.1 Metode Analisis Deskriptif.....	47
3.8 Uji Asumsi Klasik.....	48
3.8.1 Uji Normalitas.....	48
3.8.2 Uji Multikolinieritas.....	49
3.8.3 Uji Heterokedastisitas.....	49
3.9 Uji Hipotesis.....	50
3.9.1 Uji Korelasional.....	50
3.9.2 T-Test.....	50
3.9.3 F-Test.....	51
3.9.4 Uji Koefisien Determinasi.....	51
3.9.5 Uji Regresi Linier Berganda.....	51
BAB IV HASIL DAN PEMBAHASAN.....	53
4.1 Profil Responden.....	53
4.2 Karakteristik Responden.....	53
4.2.1 Karakteristik Responden Berdasarkan Usia.....	54
4.2.2 Karakteristik Responden Berdasarkan Jenis Kelamin.....	55
4.3 Analisis Deskriptif.....	55
4.3.1 Gambaran Umum Terpaan Tayangan Program Talkshow Mata Najwa.....	57
4.3.2 Gambaran Umum Sikap Politik Anak Muda.....	65
4.4 Uji Asumsi Klasik.....	73
4.4.1 Uji Normalitas.....	73
4.4.2 Uji Multikorelasionalitas.....	75
4.4.3 Uji Heteroskedastisitas.....	76
4.5 Uji Hipotesis.....	77
4.5.1 Uji Korelasional.....	77
4.5.2 Uji F (Uji Fisher).....	81
4.5.3 Uji T (T-Test).....	82
4.5.4 Uji Koefisien Determinasi (R ²).....	84
4.5.5 Uji Regresi Linier Berganda.....	84

4.6 Pembahasan.....	86
4.6.1 Pembahasan Pengenalan Terpaan Tayangan Program Talkshow Mata Najwa terhadap Sikap Politik Anak Muda.....	87
4.6.2 Pembahasan Ingatan Terpaan Tayangan Program Talkshow Mata Najwa terhadap Sikap Politik Anak Muda.....	87
4.6.3 Pembahasan Perhatian Terpaan Tayangan Program Talkshow Mata Najwa terhadap Sikap Politik Anak Muda.....	87
4.6.4 Pembahasan Keterikatan Terpaan Tayangan Program Talkshow Mata Najwa terhadap Sikap Politik Anak Muda.....	88
4.6.5 Pembahasan Mengenai Pengaruh Terpaan Tayangan Program Talkshow Mata Najwa terhadap Sikap Politik Anak Muda.....	88
BAB V SIMPULAN, IMPLIKASI, DAN SARAN.....	91
5.1 Simpulan.....	91
5.2 Implikasi.....	92
5.2.1 Implikasi Teoritis.....	92
5.2.2 Implikasi Praktis.....	92
5.3 Saran.....	93
DAFTAR PUSTAKA.....	95
LAMPIRAN.....	101
Lampiran 1. Kuesioner Penelitian.....	101
Lampiran 2. Dokumentasi Saat Penyebaran Angket Penelitian.....	105
Lampiran 3. Data Responden.....	110
Lampiran 4. Hasil Tanggapan Responden.....	113
Lampiran 5. Uji Validitas dan Reliabilitas Melalui SPSS.....	116
Lampiran 6. Rekapitulasi Tanggapan Responden.....	116
Lampiran 7. Analisis Deskriptif.....	123
Lampiran 8. Hasil Uji Asumsi Klasik.....	123
Lampiran 9. Hasil Uji Korelasi.....	125
Lampiran 10. Uji Hipotesis.....	126
Lampiran 11. Hasil Cek Turnitin.....	128

DAFTAR PUSTAKA

- Abbate, J. (2017). What and where is the Internet? (Re)defining Internet histories. *Digital Technology, Culture and Society*, 8-14.
- Adegbola, O., & Gearhart, S. (2019). Examining the Relationship Between Media Use and Political Engagement : A Comparative Study Among the United States, Kenya, and Nigeria. *International Journal of Communication*, Vol.13. 1231-1251.
- Adnan, I. Z., & Putra, D. A. (2015). Pengaruh Majalah Indonesia Gemstone Terhadap Opini Publik Tentang Batu Akik. *Jurnal Komunikasi Hasil Pemikiran dan Penelitian*, 37-45.
- Ajzen, I. (1993). Attitude theory and the attitude-behavior relation. 41-57.
- Al-Kandari, A., & Hasanen, M. (2012). The Impact of The Internet on Political Attitudes in Kuwait and Egypt. *Telematics and Informatics*, 245-253.
- Balakrishnan, J., & Griffiths, M. D. (2017). Social media addiction : What is the role of content in Youtube? *Journal of Behavioral Addictions*, 364-377.
- Bandura, A. (1992). Social Cognitive Theory : An Agentic Perspective. *Asian Journal of Social Psychology*, 21-41.
- Bode, L., Vraga, E. K., Borah, P., & Shah, D. V. (2014). A New Space for Political Behavior : Political Social Networking and its Democratic Consequences. *Journal of Computer-Mediated Communication*, 414-429.
- Bruun, H. (2017). The Aesthetics of The Television Talk Show. 243-258.
- Budiardjo, P. M. (2008). *Dasar-Dasar Ilmu Politik*. Jakarta: PT Gramedia Pustaka Utama.
- Buhmann, A. (2016). *Measuring Country Image : Theory, Method, and Effects*. Springer.
- Chandra, E. (2017). Youtube, Citra Media Informasi Interaktif atau Media Penyampaian Aspirasi Pribadi. *Jurnal Muara Ilmu Sosial, Humaniora, dan Seni*, 406-417.
- Chang, H.-J., Eckman, M., & Nan Yan, R. (2011). Application of the Stimulus-Organism-Response model to teh retail environment : the role of hedonic motivation in impulse buying behavior. *The International Review of Retail, Distribution and Consumer Research*, 233-249.
- Chang, W.-C. (2017). Media Use, Democratic Values, and Political Participation : Empirical Evidence from Taiwan. *Japanese Journal of Political Science*, Vol.18(3). 385-406.
- Christina, D., Nindastu, P. I., & Lubis, D. P. (2015). Alternatif Media Pendidikan Politik dalam Rangka Membangun Partisipasi Politik Pemuda Tani. *Jurnal Komunikasi Pembangunan*, 13-30.
- Curtis, E. A., Comiskey, C., & Dempsey, O. (2016). Importance and Use od Correlational Research. *Research Methodologies*, 20-25.

- Dance, F. E. (1970). The "Concept" of Communication. *The Journal of Communication*, Vol. 20 201-210.
- De Vreese, C. H., & Neijens, P. (2016). Measuring Media Exposure in a Changing Communications Environment. *Journal Communication Methods and Measures*, 69-80.
- Dimitrova, Daniela V.; Shehata, Adam; Stromback, Jesper; Nord, Lars W. (2014). The Effect of Digital Media on Political Knowledge and Participation in Election Campaigns : Evidence From Panel Data. *Communication Research*, Vol 41(1). 95-118.
- Effendy, O. U. (2003). *Ilmu, Teori dan Praktek. Cetakan kesembilan belas*. Bandung: PT. Remaja Rosdakarya.
- Ewbank, A. J. (1967). Evaluation of the Mass Media-Television. *Journal of the Institute of Health Education*, 16-19.
- Friedhoff, S., zu Verl, C. M., Pietsch, C., Meyer, C., Vompras, J., & Liebig, S. (2013). Documentation, Management, and Technical Implementation. *Social Research Data*, 1-30.
- Ghazali, N. M. (2016). A Reliability and Validity of an Instrument to Evaluate the School-Based Assessment System: A Pilot Study. *International Journal of Evaluation and Research in Education*, 148-157.
- Hakim Khalid Mehraj, A. N. (2014). Impacts of Media on Society : A Sociological Perspective. *International Journal of Humanities and Social Science Invention*, 56-64.
- Hardianto, A. W. (2019). Analisis Stimulus-Organism-Response Model Pada "Dove Campaign For Real Beauty" 2004-2017. *Jurnal Transaksi*, 65-80.
- Harmer, E. (2015). Talk Shows, Political. *The International Encyclopedia of Political Communication, First Edition*, 1-4.
- Hartanti, L. E. (2015). Kebijakan Media Televisi Di Era Media Baru. *School of Communication, Fakultas Ekonomika dan Bisnis, UNIKA Atma Jaya*, 37-46.
- Heale, R., & Twycross, A. (2015). Validity and Reliability in Quantitative Studies. *Evid Based Nurs*, Vol.18 No.3. 66-67.
- Hetharie, J. A., Surachman, Hussein, A. S., & Puspaningrum, A. (2019). SOR (Stimulus-Organism-Response) Model Application in Observing The Influence of Impulsive Buying on Consumer's Post-Purchase Regret. *International Journal of Scientific & Technology Research*, 2829-2841.
- Holland, M. (2016). How Youtube Developed Into a Successful Platform for User-Generated Content. *Elon Journal of Undergraduate Research in Communications*, 52-59.
- Iqbal, S. (2012). Exploring Political Attitude Among Educated Youth : A Study at University of Sargodha. *Social Sciences and Humanities*, 375-382.
- Jain, V. (2014). 3D Model of Attitude. *International Journal of Advanced Research in Management and Social Sciences*, Vol. 3 No. 3. 1-12.

- Jenssen, A. T. (2009). Widening or closing the knowledge gap? The role of different media in changing the distribution of political knowledge. 1-25.
- Johnson, K. (2001). Media and Social Change : The Modernizing Influences of Television in Rural India. *Media, Culture & Society*, 147-169.
- K, E. P. (2016). *Olah Data Skripsi dengan SPSS 22*. Bangka Belitung: Lab Kom Manajemen FE UBB.
- Khan, M. L. (2017). Social Media Engagement : What motivates User Participation and Consumption on Youtube. *Computers in Human Behavior*, 236-247.
- Kristanty, S. (2017). Pengemasan Talk Show dalam Perspektif Manajemen Penyiaran Televisi (Studi Kasus Pada Program "Polemik On TV" di InewsTV, Jakarta Untuk Meningkatkan Rating dan Share). *Jurnal Komunikasi*, 47-60.
- Kurniawan, D. (2018). Komunikasi Model Laswell dan Stimulus-Organism-Response dalam Mewujudkan Pembelajaran Menyenangkan. *Jurnal Komunikasi Pendidikan*, 60-69.
- Kutlu, A. (2018). The Internet and Politics : Transformation of Political Communication. *International Conference on Research in Humanities and Social Sciences*, 23-34.
- Littlejohn, S. W., & Foss, K. A. (2014). *Teori Komunikasi : Theories of Human Communication*. Jakarta: Salemba Humanika.
- Loeb, S., Dynarski, S., McFarland, D., Morris, P., Reardon, S., & Reber, S. (2017). Descriptive Analysis in Education : A Guide for Researchers. 1-39.
- Lunenburg, F. C. (2010). Communication : The Process, Barriers, And Improving Effectiveness. *Schooling*, 1-11.
- Markus Wagner, D. J. (2012). Voting at 16: Turnout and the quality of vote choice. *Electoral Studies*, 372-383.
- Mishra, P., Pandey, C. M., Singh, U., Gupta, A., Sahu, C., & Keshri, A. (2019). Descriptive Statistics and Normality Tests for Statistical Data. *Annals of Cardiac Anaesthesia*, 67-72.
- Mohajan, H. K. (2017). Two Criteria for Good Measurements in Research : Validity and Reliability. 58-82.
- Moller, A. M., Kuhne, R., Baumgartner, S. E., & Peter, J. (2018). Exploring User Responses to Entertainment and Political Videos: An Automated Content Analysis of Youtube. *Social Science Computer Review*, 1-19.
- Mourougan, S., & Sethuraman, D. K. (2017). Hypothesis Development and Testing. *IOSR Journal of Business and Management*, Vol.19 No.5. 34-40.
- Munodawafa, D. (2008). Communication : concept, practice, and challenges. *Oxford University Press*, 369-370.

- Mushtaq, S., & Baig, F. (2015). The Relationship of TV News Channels Consumption with Political Participation, Political Knowledge and Civic Engagement. *Asian Social Science*, Vol.11 No.12. 46 - 55.
- Napoli, P. M. (2008). Toward A Model of Audience Evolution: New Technologies and The Transformation of Media Audiences. *The Donald McGannon Communication Research Center*, 1-48.
- Nimmo, D. (1977). Political Communication Theory and Research : An Overview. *Annals of the International Communication Association*, 441-452.
- Norris, P. (2001). *Political Communication. International Encyclopedia of the Social & Behavioral Sciences*. Massachusetts: Elsevier Science Ltd.
- Nurhadi, Z. F., & Kurniawan, A. W. (2017). Kajian Tentang Efektivitas Pesan Dalam Komunikasi. *Jurnal Komunikasi Hasil Pemikiran dan Penelitian*, 90-96.
- Pallen, M. (1995). Introducing The Internet. *Guide To The Internet*, 1422-1424.
- Polit, D. F., & Beck, C. T. (2003). *Nursing Research : Principles and Methods*. Lippincott-Raven Publishers.
- Popescue, M., & Toka, G. (2009). Public Television, Private Television and Citizen's Political Knowledge. 1-38.
- Rahman, I. Q. (2015). Persepsi Mahasiswa Universitas Telkom Pada Acara Talkshow di Televisi (Studi Kasus tentang Persepsi Anggota Pers Ikom yang Menjadi Pemirsa Acara Talkshow 'Mata Najwa' Episode 'Gengsi Berebut Kursi' di Metro TV). 864-880.
- RK, G. (2015). Effects of News Talk Show in Voting Behavior. *Journal of Mass Communication and Journalism*, 1-3.
- Shaker, L. (2009). Citizen's Local Political Knowledge And The Role of Media Access. *J&MC Quarterly*, Vol. 86, No. 4. 809-826.
- Singh, J., Walsh, T. M., & Aberle, A. G. (2014). A new method to characterize bifacial solar cell. Progress in photovoltaics. *Research and Applications*, Vol.22 No.8. 903-909.
- Sugiyono, P. D. (2011). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Penerbit Alfabeta.
- Sullivan, G. M., & Artino, A. R. (2013). Analyzing and Interpreting Data From Likert-Type Scales. *Journal of Graduate Medical Education*, 541-542.
- Suryadi, E., Darmawan, D., & Mulyadi, A. (2019). *Metode Penelitian Komunikasi: Dengan Pendekatan Kuantitatif*. Bandung: PT Remaja Rosdakarya.
- Van Es, K. (2019). Youtube's Operational Logic : "The View" as Pervasive Category. *Television and New Media*, 223-239.

- Van Ruler, B. (2018). Communication Theory : An Underrated Pillar on Which Strategic Communication Rests. *International Journal of Strategic Communication*, 367-381.
- Wanma, A. V. (2015). Pentingnya Pendidikan Politik Generasi Muda terhadap Pelaksanaan Partisipasi Politik di Distrik Samofa Kabupaten Biak Numfor. 1-16.
- Weaver, D. D. (1990). Media Attention, Media Exposure, and Media Effects. Vol. 67 No. 4 740-749.
- Williams, C. (2007). Research Meethods. *Journal of Business & Economic Research*, 65-72.