

“PENGARUH TERPAAN BERITA HOAX “PENGANIAYAAN RATNA SARUMPAET” DI MEDIA ONLINE KOMPAS.COM TERHADAP SIKAP PEMILIH PELAJAR KEPADA CALON PRESIDEN PRABOWO SUBIANTO”

(Survei pada siswa SMAIT Pesantren Nururrahman kelas 12)

Muhammad Ramadhitya Hasabi

ABSTRAK

Latar belakang penelitian ini membahas tentang seberapa besar Pengaruh terpaan berita hoax “penganiayaan Ratna Sarumpaet” terhadap sikap pemilih pelajar kepada calon Presiden Prabowo Subianto. Penelitian ini dilakukan dengan menggunakan pendekatan kuantitatif. Metode penelitian yang digunakan adalah survei. Teori yang digunakan dalam penelitian ini adalah teori S – O – R. Tipe penelitian adalah eksplanatif. Tehnik penarikan sampel menggunakan tehnik sampel jenuh dimana peneliti mengambil seluruh total populasi. Tehnik analisis data Variabel X dan Variabel Y menggunakan uji koefisien determinasi. Tehnik pengambilan data di proses menggunakan SPSS versi 25 dan 16. Hasil dari penelitian ini menunjukkan bahwa korelasi dari Variabel X dan Variabel Y sebesar 0,262. Berdasarkan hasil perhitungan koefisien determinasi diperoleh hasil sebesar 6,8% dengan perhitungan $t \text{ hitung} < t \text{ tabel}$ yaitu $3,39 < 1.66365$ maka dapat disimpulkan bahwa tidak terdapat pengaruh antara terpaan berita hoax “penganiayaan Ratna Sarumpaet” di media online kompas.com terhadap sikap pemilih pelajar kepada calon Presiden Prabowo Subianto.

Kata kunci : Terpaan berita, Media Online, Sikap.

***“THE EFFECT OF EXPOSURE TO NEWS HOAX” PERSECUTION OF
RATNA SARUMPAET "IN ONLINE MEDIA KOMPAS.COM AGAINST THE
ATTITUDE OF THE STUDENT VOTERS TO THE PRESIDENTIAL
CANDIDATE PRABOWO SUBIANTO”***

*(Survey of 12th grade students of SMAIT Pesantren Nururrahman Islamic
Boarding School)*

Muhammad Ramadhitya Hasabi

ABSTRACT

The background of this study discusses how much the effect of the hoax news exposure is "the persecution of Ratna Sarumpaet" on the attitude of student voters to candidate President Prabowo Subianto. This research was conducted using a quantitative approach. The research method used is a survey. The theory used in this study is the theory of S - O - R. This type of research is explanatory. The sampling technique uses a saturated sample technique where the researcher takes the total population. Data analysis techniques Variables X and Y Variables using the coefficient of determination test. The data collection technique is processed using SPSS version 25 and 16. The results of this study indicate that the correlation of X and Y Variables is 0.262. Based on the results of the calculation of the coefficient of determination obtained results of 6.8% with the calculation of t count $< t$ table is $3.39 < 1.66365$, it can be concluded that there is no influence between news hoax exposure "persecution of Ratna Sarumpaet" on kompas.com online media towards voter attitudes student to candidate President Prabowo Subianto.

Keywords: News exposure, Online Media, Attitude.