

PENGARUH ISI PESAN DAN VISUALISASI KAMPANYE “WHAT IF IT WAS YOU?” DI TIKTOK TERHADAP PERUBAHAN SIKAP MAHASISWA

Aida Putri Handayani

Prodi S1 Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Pembangunan Nasional “Veteran” Jakarta

aidaph@upnvj.ac.id

Abstrak

Data yang tinggi terkait permasalahan *Cyberbullying*, *Hoax*, dan Kekerasan Berbasis *Gender Online* dari berbagai sumber telah menjadi perhatian penting dalam aktif di dunia digital. Kampanye sosial “*What If It Was You?*” dibuat untuk dapat membangun kesadaran terkait permasalahan terkait sehingga dapat menciptakan ruang aman di dunia digital terutama dalam bermedia sosial. Penelitian ini bertujuan untuk mengetahui dan menjelaskan Pengaruh Isi Pesan dan Visualisasi Kampanye “*What If It Was You?*” di Tiktok Terhadap Perubahan Sikap Mahasiswa dalam mengurangi perilaku *cyberbullying*, *hoax*, dan kekerasan berbasis *gender online*. Penelitian menggunakan *Elaboration Likelihood Model* dengan metode penelitian kuantitatif. Populasi dalam penelitian ini ialah Mahasiswa/I aktif Fakultas Ilmu Sosial dan Ilmu Politik Universitas Indonesia angkatan 2018 – 2021 dengan jumlah sampel hitung sebanyak 92 responden. Hasil penelitian menyimpulkan bahwa isi pesan dan visualisasi kampanye “*What If It Was You?*” secara persial berpengaruh positif terhadap perubahan sikap mahasiswa dalam mengurangi perilaku *cybebullying*, *hoax*, dan kekerasan berbasis *gender online*.

Kata kunci: *Cyberbullying*, *Elaboration Likelihood Model*, Kampanye, Visualisasi

THE INFLUENCE OF MESSAGE CONTENT AND VISUALIZATION “WHAT IF IT WAS YOU?” CAMPAIGN ON CHANGING STUDENT ATTITUDES

Aida Putri Handayani

Abstract

The high data regarding the problems of Cyberbullying, Hoaxes, and Online Gender-Based Violence from various sources has become an important concern in being active in the digital space. “What If It Was You?” is a social campaign designed to raise awareness of related issues so as to create a safe place in the digital space, especially in social media. This study aims to identify and explain the influence of message content and visualization “What If It Was You?” on changing student attitudes in reducing Cyberbullying, Hoaxes, and Online Gender-Based Violence. The study used the Elaboration Likelihood Model with quantitative methods. The population in this study is active students of the Faculty of Social and Political Sciences, University of Indonesia, class of 2018 – 2021 with a total sample of 92 respondents. The results of study concluded that the message content and visualization “What If It Was You?” campaign partially has a positive effect on changing student attitudes in reducing the behavior of Cyberbullying, Hoaxes, and Online Gender-Based Violence.

Keywords: Campaign, Cyberbullying, Elaboration Likelihood Model, Visualization