

ABSTRAK

Penelitian ini dilatar belakangi oleh terjadinya gangguan layanan Indihome sebagai *Internet Service Provider* terbesar di Indonesia. Gangguan yang terjadi menimbulkan beberapa opini dan sikap kurang baik dari publik terlihat dari tagar #Indihomedown yang mengalami trending di media sosial dan beragam terpaan berita di media massa terkait gangguan layanan. Kebutuhan layanan internet pada masa pandemi Covid-19 telah menyoroti betapa pentingnya akses layanan internet dan teknologi digital bagi semua masyarakat, terlepas dari keadaan ekonomi, politik, sosial, atau geografis. Pelanggan *fixed broadband* di Indonesia terbanyak memakai layanan IndiHome milik PT Telkom Indonesia dan membuat Indihome tentu menjadi tumpuan masyarakat dalam kebutuhan internet mereka. Layanan Internet yang baik merupakan kebutuhan dasar bagi masyarakat untuk melakukan aktivitasnya secara *online*. Penelitian ini bermaksud menjelaskan hubungan antara pengaruh terpaan informasi problem layanan Indihome terhadap sentiment opini publik. Teori yang digunakan dalam penelitian ini adalah *Uses and Effect*, teori ini menjelaskan tentang keterkaitan antara komunikasi massa yang disampaikan melalui media massa dapat memunculkan suatu efek (*effects*) bagi pengguna media massa dalam konteks khalayak. Tujuan penelitian ini untuk membuktikan dan menganalisis bagaimana terpaan informasi terkait problem layanan Indihome dapat mempengaruhi pembentukan opini publik dan menimbulkan suatu efek kepada pengguna layanan. Metode penelitian yang digunakan dalam penelitian ini adalah penelitian eksplanatif yang menggunakan pendekatan kuantitatif. Pengumpulan data dilakukan dengan penyebaran kuisioner ke 106 responden yang merupakan pengguna Indihome dan mendapatkan terpaan informasi mengenai problem layanan Indihome. Hasil penelitian menunjukkan bahwa terdapat pengaruh secara simultan sebanyak 15.8% antara terpaan informasi pada problem layanan Indihome terhadap sentimen opini publik. Uji hipotesis dalam penelitian ini menunjukkan hasil H0 ditolak, dan Ha diterima. Dapat disimpulkan bahwa variabel Terpaan Informasi Problem Layanan Indihome (X) berpengaruh secara signifikan Opini Publik (Y).

Kata kunci: terpaan informasi, problem layanan, covid-19, opini publik

ABSTRACT

This research is motivated by the disruption of Indihome services as the biggest Internet Service Provider in Indonesia. The disturbances that occurred have generated several unfavorable opinions and attitudes from the public as seen from the hashtag #Indihomedown which is trending on social media and various news exposures in the mass media regarding service disruptions. The need for internet services during the Covid-19 pandemic has highlighted how important access to internet services and digital technology is for all people, regardless of economic, political, social or geographical conditions. Customers fixed broadband in Indonesia most use the IndiHome service owned by PT Telkom Indonesia and make Indihome certainly the community's foundation for their internet needs. Good Internet service is a basic need for the community to carry out their activities online. This study intends to explain the relationship between the influence of information exposure on Indihome service problems on public opinion sentiment. The theory used in this study is Uses and Effect, this theory explains the relationship between mass communication conveyed through the mass media can create an effect (effects) for mass media users. The purpose of this study is to prove and analyze how information exposure related to Indihome service problems can influence the formation of public opinion and have an effect on service users. The research method used in this study is using explanatory research with a quantitative approach. Data collection was carried out by distributing questionnaires to 106 respondents who were Indihome users and received exposure to information about Indihome service problems. The results showed that there was a simultaneous effect of 15.8% between information exposure to Indihome service problems on public opinion sentiment. The hypothesis test in this study showed that H_0 was rejected, and H_a was accepted. It can be concluded that the variable Exposure to Indihome Service Problem Information (X) has a significant effect on Public Opinion (Y).

Keywords: information exposure, service problems, covid-19, public opinion