

**PENGARUH TERPAAN TAYANGAN KONTEN VIDEO REELS
BERKULIAH KE LUAR NEGERI PADA INSTAGRAM
@ENTAFADILA TERHADAP SIKAP *FOLLOWERS*
MENGENAI BERKULIAH KE LUAR NEGERI**

ABSTRAK

Indonesia menempati posisi kedua se-ASEAN dengan jumlah mahasiswa belajar di luar negeri terbanyak yang menunjukkan potensi masyarakat menempuh pendidikan hingga ke luar negeri. Namun, faktor rendahnya minat berkuliah, keterbatasan ekonomi, serta lingkungan pergaulan seperti kasus di Desa Sepadu, Kecamatan Semparuk, Kabupaten Sambas menandakan pentingnya peran pemerintah serta lingkungan sekitar dalam memotivasi masyarakat meraih pendidikan tinggi sehingga berkuliah ke luar negeri tidak menjadi angan – angan dan posisi Indonesia tidak berubah. Enta Fadila hadir menjadi sosok agen perubahan sosial yang mengedukasi pentingnya pendidikan tinggi melalui konten reelsnya yang berkaitan dengan berkuliah ke luar negeri. Penelitian bertujuan mengetahui pengaruh antara terpaan tayangan konten video reels berkuliah ke luar negeri pada instagram @entafadila terhadap sikap *followers* mengenai berkuliah ke luar negeri dan menerapkan teori kultivasi yang berasumsi bahwa gambaran serta persepsi pemirsanya akan dipengaruhi oleh terpaan media secara terus menerus. Penelitian menerapkan metode kuantitatif eksplanatori dengan teknik simple random sampling. Data dikumpulkan melalui penyebaran kuesioner kepada 270 pengikut Instagram @entafadila lalu diolah dengan uji normalitas, uji regresi linear sederhana, uji koefisien determinasi, dan uji hipotesis. Penelitian menghasilkan hipotesis terdapat pengaruh signifikan antara terpaan tayangan konten video reels berkuliah ke luar negeri pada instagram @entafadila terhadap sikap *followers* mengenai berkuliah ke luar negeri dengan nilai terpaan tayangan konten berkontribusi terhadap sikap pengikutnya sebesar 52,6% melalui uji koefisien determinasi.

Kata Kunci: Terpaan Media, Sikap, Berkuliah ke Luar Negeri, Komunikasi Massa, Teori Kultivasi

***THE EFFECT OF EXPOSURE TO VIDEO CONTENT REELS
STUDYING ABROAD ON INSTAGRAM @ENTAFADILA ON
FOLLOWERS' ATTITUDES ABOUT STUDYING ABROAD***

ABSTRACT

Indonesia occupies the second position in ASEAN with the highest number of students studying abroad, which shows the potential of the community to pursue education abroad. However, the factors of low interest in studying, economic limitations, and social environment such as the case in Sepadu Village, Semparuk District, Sambas Regency indicate the importance of the role of the government and the surrounding environment in motivating people to achieve higher education so that studying abroad does not become wishful thinking and Indonesia's position does not change. Enta Fadila is a social change agent who educates the importance of higher education through her content reels related to studying abroad. The study aims to determine the effect between exposure to video content reels studying abroad on Instagram @entafadila on followers' attitudes about studying abroad and applies cultivation theory which assumes that the viewer's image and perception will be influenced by continuous media exposure. The research applied explanatory quantitative method with simple random sampling technique. Data were collected through distributing questionnaires to 270 Instagram followers @entafadila and then processed with normality test, simple linear regression test, coefficient of determination test, and hypothesis testing. The research results in a hypothesis that there is a significant influence between exposure to video reels content impressions studying abroad on Instagram @entafadila on followers' attitudes about studying abroad with the value of exposure to content impressions contributing to the attitude of followers by 52.6% through the coefficient of determination test.

Keywords: *Media Exposure, Attitudes, Studying Abroad, Mass Communication, Cultivation Theory*