

PENGARUH ISI PESAN INSTAGRAM @MAGANGMERDEKA DAN WORD OF MOUTH TERHADAP MINAT MAHASISWA UNTUK MENGIKUTI PROGRAM MAGANG MERDEKA

Falika Anindya

ABSTRAK

Program Magang Merdeka yang diluncurkan oleh Kemendikbud telah menjadi fenomena populer di kalangan mahasiswa Indonesia. Pada pelaksanaan magang merdeka batch 7, terjadi pengurangan kuota hingga 50% yang menyebabkan ketidaknyamanan, meskipun antusiasme mahasiswa masih tetap tinggi. Penelitian ini bertujuan untuk menganalisis pengaruh isi pesan Instagram @magangmerdeka dan *word of mouth* (WOM) terhadap minat mahasiswa dalam mengikuti program magang merdeka. Penelitian ini menggunakan teori respon kognitif yang mengatakan bahwa khalayak akan berpartisipasi secara aktif dalam proses penerimaan dan evaluasi informasi berdasarkan sikap dan pengetahuan mereka sebelumnya, pada akhirnya akan mengubah sikap mereka. Penelitian ini menggunakan pendekatan kuantitatif eksplanatif dengan populasi sebanyak 33.610 mahasiswa dan sampel 203 responden yang dipilih menggunakan rumus Taro Yamane dengan *margin of error* 7%. Hasil analisis regresi linear berganda X1 menunjukkan nilai signifikansi sebesar $0,0923 < 0,05$ yang mengindikasikan bahwa variabel X1 tidak memiliki pengaruh terhadap variabel dependen, pada X2 menunjukkan nilai signifikansi sebesar $0,000 < 0,05$ yang mengindikasikan bahwa variabel X2 memiliki pengaruh terhadap variabel dependen. Berdasarkan uji koefisien determinasi, isi pesan instagram @magangmerdeka dan *word of mouth* (WOM) berpengaruh sebesar 56% terhadap minat mahasiswa untuk mengikuti program magang merdeka, sementara 44% sisanya dipengaruhi oleh faktor lain yang tidak dibahas dalam penelitian ini. Kesimpulan dari penelitian ini menunjukkan bahwa variabel isi pesan tidak berpengaruh signifikan terhadap minat mahasiswa, sementara variabel WOM memiliki pengaruh yang signifikan. Uji hipotesis simultan menunjukkan adanya pengaruh bersama antara isi pesan dan WOM terhadap minat mahasiswa.

Kata kunci: Instagram, Isi Pesan, Magang Merdeka, Minat Mahasiswa, Teori Respon Kognitif, *Word of mouth*

THE INFLUENCE OF THE CONTENT OF INSTAGRAM MESSAGES @MAGANGMERDEKA AND WORD OF MOUTH ON STUDENTS INTEREST IN PARTICIPATING IN THE MERDEKA INTERSHIP PROGRAM.

Falika Anindya

ABSTRACT

The Merdeka Internship program launched by the Ministry of Education and Culture has become a popular phenomenon among Indonesian students. In the implementation of the 7th batch of independent internships, there was a reduction in quota of up to 50% which caused discomfort, although the enthusiasm of students was still high. This study aims to analyze the influence of the content of Instagram messages @magangmerdeka and word of mouth (WOM) on students' interest in participating in the independent internship program. This study uses a cognitive response theory that says that audiences will actively participate in the process of receiving and evaluating information based on their previous attitudes and knowledge, ultimately changing their attitudes. This study uses an explanatory quantitative approach with a population of 33,610 students and a sample of 203 respondents who were selected using the Taro Yamane formula with a margin of error of 7%. The results of the multiple linear regression analysis of X_1 show a significance value of $0.0923 < 0.05$ which indicates that the X_1 variable has no influence on the dependent variable, on X_2 shows a significance value of $0.000 < 0.05$ which indicates that the X_2 variable has an influence on the dependent variable. Based on the determination coefficient test, the content of Instagram messages @magangmerdeka and word of mouth (WOM) had an effect of 56% on students' interest in participating in the independent internship program, while the remaining 44% were influenced by other factors that were not discussed in this study. The conclusion of this study shows that the message content variable does not have a significant effect on student interest, while the WOM variable has a significant influence. Simultaneous hypothesis tests showed that there was a joint influence between the content of the message and WOM on student interest.

Keywords: *Instagram, Independent Internship, Cognitive Response Theory, Message Content, Student Interest, Word of mouth*