

PENGARUH PROGRAM MATA NAJWA TERHADAP PARTISIPASI POLITIK MAHASISWA DI KOTA DEPOK TAHUN 2020

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh program talkshow *Mata Najwa* terhadap partisipasi politik mahasiswa. Program *Mata Najwa* dipilih karena konsistensinya dalam mengangkat isu-isu politik secara kritis dan mendalam, serta dinilai mampu membangun kesadaran politik masyarakat, khususnya mahasiswa sebagai generasi muda. Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei terhadap 100 responden mahasiswa. Teknik analisis data yang digunakan meliputi uji validitas, reliabilitas, korelasi Pearson, koefisien determinasi (R^2), analisis regresi linier sederhana, dan uji t, yang diolah menggunakan software IBM SPSS Statistics v25.

Hasil penelitian menunjukkan bahwa terdapat hubungan positif dan signifikan antara program *Mata Najwa* (variabel X) terhadap partisipasi politik mahasiswa (variabel Y), dengan nilai koefisien korelasi sebesar 0,657 dan nilai R^2 sebesar 66,7%. Artinya, sebesar 66,7% partisipasi politik mahasiswa dipengaruhi oleh program *Mata Najwa*. Hasil uji t juga menunjukkan signifikansi sebesar $0,000 < 0,05$, yang berarti hipotesis diterima.

Secara keseluruhan, temuan ini membuktikan bahwa program *Mata Najwa* berperan penting dalam meningkatkan kesadaran dan keterlibatan politik mahasiswa melalui penyampaian informasi politik yang edukatif dan kritis. Penelitian ini merekomendasikan penguatan pendidikan politik melalui media massa sebagai strategi untuk meningkatkan partisipasi politik generasi muda.

Kata kunci: Mata Najwa, Partisipasi Politik, Mahasiswa, Komunikasi Politik, Media Massa.

THE IMPACT OF THE *MATA NAJWA* PROGRAM ON UNIVERSITY STUDENTS' POLITICAL PARTICIPATION IN DEPOK CITY DURING 2020

ABSTRACT

*This study aims to determine the influence of talk show programs *Najwa's wife* towards student political participation. Program *Najwa's wife* was chosen because of its consistency in raising political issues critically and deeply, and is considered capable of building political awareness in society, especially students as the younger generation. This study uses a quantitative method with a survey approach to 100 student respondents. Data analysis techniques used include validity tests, reliability, Pearson correlation, coefficient of determination (R^2), simple linear regression analysis, and t-tests, which are processed using IBM SPSS Statistics v25 software.*

*The results of the study showed that there was a positive and significant relationship between the program *Najwa's wife* (variable X) on student political participation (variable Y), with a correlation coefficient value of 0.657 and an R^2 value of 66.7%. This means that 66.7% of student political participation is influenced by the program *Najwa's wife*. The t-test results also show a significance of $0.000 < 0.05$, which means the hypothesis is accepted.*

*Overall, these findings suggest that the program *Najwa's wife* plays an important role in increasing students' political awareness and involvement through the delivery of educational and critical political information. This study recommends strengthening political education through mass media as a strategy to increase the political participation of the younger generation.*

Keywords: *Mata Najwa, Political Participation, Students, Political Communication, Mass Media.*