

**PENGARUH TERPAAN PEMBERITAAN DI MEDIA *ONLINE* TENTANG
SANDIAGA UNO TERHADAP SIKAP MASYARAKAT (Survei Terhadap
Masyarakat Kelurahan Tanah Baru, Depok)**

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Abstrak

Media *online* menjadi pilihan masyarakat masa kini untuk membaca berita karena memiliki banyak kemudahan. Sebagai tahun politik, tahun 2018 banyak bermunculan berita tentang para calon kandidat Capres dan Cawapres. Berita yang sempat menjadi sorotan media, adalah ketika tersebar video amatir Cawapres, Sandiaga Uno yang melangkahi makam tokoh Nahdatul Ulama (NU) saat berziarah. Berita tersebut mendapat tanggapan negatif dari sejumlah politisi dan tokoh agama, juga mendapat kecaman dan aksi protes dari warga Jombang, Jawa Timur. Tujuan penelitian ini adalah untuk mengukur pengaruh terpaan pemberitaan Sandiaga Uno terhadap sikap masyarakat. Penelitian ini menggunakan teori efek terbatas, dimana media dianggap memiliki efek terpaan yang kecil bagi khalayaknya. Populasi pada penelitian ini adalah warga Kelurahan Tanah Baru sebanyak 2.978 orang, peneliti memilih responden warga Kelurahan Tanah Baru di kalangan bapak-bapak karena menurut survei yang dilakukan *website Depok24jam.com*, berita politik merupakan berita yang paling sering diakses dengan persentase 54% dan karakteristik pembaca media *online* yaitu, laki-laki berusia 25 sampai 55 tahun. Penelitian ini menggunakan metode *Non Probability Sampling* dan melalui teknik *purposive sampling*, menggunakan rumus Yamane sampel yang diambil adalah 97 orang. Berdasarkan indikator pada variable terpaan, yaitu frekuensi, durasi dan atensi serta sikap masyarakat yang diukur berdasarkan teori sikap dengan indikator kognitif, afektif dan konatif, variable terpaan pemberitaan memiliki pengaruh yang kecil terhadap variabel sikap masyarakat berdasarkan hasil perhitungan uji regresi dengan nilai *R Square* 0,042, yang menunjukkan tidak ada pengaruh variabel terpaan terhadap variabel sikap masyarakat.

Kata Kunci: Terpaan, Sikap, Sandiaga Uno, Teori Efek Terbatas

**THE EFFECT OF EXPOSURE INFORMATION ON THE ONLINE MEDIA ABOUT
SANDIAGA UNO ON COMMUNITY ATTITUDES (Survey of Tanah Baru Village,
Depok)**

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Abstract

Online media is the choice of today's society to read the news because it has many conveniences. As a political year, a lot of news emerged about the candidates for candidates and vice presidential candidates. The news that had become the media spotlight was when there were scattered amateur Cawapres videos, Sandiaga Uno who stepped over the tomb of the Nahdatul Ulama (NU) figure during a pilgrimage. The news received a negative response from a number of politicians and religious leaders, also received criticism and protests from residents of Jombang, East Java. The purpose of this study was to measure the effect of exposure to the reporting of Sandiaga Uno to the attitudes of the community. This study uses the theory of limited effects, where the media are considered to have a small effect on the audience. The population in this study were 2,978 people from Tanah Baru Village, the researchers chose respondents from Tanah Baru Sub-District among fathers because according to a survey conducted by the Depok24jam.com website, political news was the most frequently accessed news with a percentage of 54% and the characteristics of readers online media namely, men aged 25 to 55 years. This study uses the Non Probability Sampling method and through purposive sampling technique, using the Yamane formula the sample taken was 97 people. Based on indicators on exposure variables, namely frequency, duration and attention as well as community attitudes as measured by attitude theory with cognitive, affective and conative indicators, reporting exposure variables have little effect on the attitude variable of society based on the results of regression test calculations with R Square values 0.042, which shows that there is no effect on exposure variables on the variable attitude of the community.

Keywords: *Exposure, Attitude, Sandiaga Uno, Limited Effect Theory*