

**PERAN KELOMPOK SOSIAL DAN INTERNET TERHADAP
PERUBAHAN PERILAKU MAHASISWA DALAM PRAKTIK JUDI
ONLINE (STUDI FENOMENOLOGI PADA MAHASISWA ILMU
KOMUNIKASI)**

MUHAMMAD MIRZA MAULANA

ABSTRAK

Perkembangan teknologi digital telah membuka ruang baru bagi praktik judi online di kalangan mahasiswa, khususnya melalui pengaruh kelompok sosial dan kemudahan akses internet. Penelitian ini bertujuan untuk memahami secara mendalam bagaimana kelompok sosial dan internet berperan dalam mendorong perubahan perilaku mahasiswa terhadap keterlibatan dalam praktik judi online. Menggunakan pendekatan kualitatif dengan metode fenomenologi, studi ini melibatkan lima mahasiswa Ilmu Komunikasi Universitas Pembangunan Nasional Veteran Jakarta (UPNVJ) yang telah terpapar dan terlibat dalam judi online. Data dikumpulkan melalui wawancara mendalam dan literatur review. Hasil penelitian menunjukkan bahwa kelompok sosial memainkan peran signifikan dalam membentuk normalisasi dan pembenaran terhadap praktik judi online, terutama melalui tekanan teman sebaya dan kebutuhan akan penerimaan sosial. Sementara itu, internet menjadi saluran utama yang mempercepat akses, memperkuat anonimitas, serta menyebarkan promosi judi online secara masif. Kedua faktor tersebut secara bersama-sama mendorong perubahan perilaku mahasiswa, seperti penurunan prestasi akademik, gangguan emosional, penarikan diri sosial, hingga munculnya kecanduan berjudi. Penelitian ini merekomendasikan perlunya intervensi preventif oleh institusi pendidikan dan keluarga, serta penguatan literasi digital dan sosial di kalangan mahasiswa untuk menekan dampak negatif dari fenomena ini.

Kata kunci: kelompok sosial, internet, perubahan perilaku, mahasiswa, judi online.

**THE ROLE OF SOCIAL GROUPS AND THE INTERNET ON CHANGES
IN STUDENT BEHAVIOR IN ONLINE GAMBLING PRACTICES
(PHENOMENOLOGICAL STUDY ON COMMUNICATION SCIENCE
STUDENTS)**

MUHAMMAD MIRZA MAULANA

ABSTRACT

The advancement of digital technology has created new avenues for the practice of online gambling among university students, particularly through the influence of social groups and the ease of internet access. This study aims to provide an in- depth understanding of the role that social groups and the internet play in driving behavioral changes among students regarding their involvement in online gambling. Using a qualitative approach with a phenomenological method, this study involved five Communication Science students from Universitas Pembangunan Nasional Veteran Jakarta (UPNVJ) who have been exposed to and involved in online gambling. Data were collected through in-depth interviews and documentation. The research findings indicate that social groups play a significant role in shaping the normalization and justification of online gambling practices, primarily through peer pressure and the need for social acceptance. Meanwhile, the internet serves as a primary channel that accelerates access, reinforces anonymity, and massively disseminates online gambling promotions. Together, these two factors drive behavioral changes in students, such as a decline in academic performance, emotional distress, social withdrawal, and the emergence of gambling addiction. This study recommends the need for preventive intervention by educational institutions and families, as well as the strengthening of digital and social literacy among students to mitigate the negative impacts of this phenomenon.

Keywords: *social groups, internet, behavioral change, university students, online gambling, phenomenology*