

PENGARUH DISONANSI KOGNITIF TERHADAP SIKAP BOIKOT MCDONALDS

(STUDI KASUS SISWA SMA YADIKA 11)

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ABSTRAK

Konflik kemanusiaan di Palestina memicu gerakan boikot global terhadap McDonald's, yang direspons secara masif oleh Generasi Z di Indonesia. Penelitian ini bertujuan menguji pengaruh disonansi kognitif melalui pemberian stimulus informasi fakta kontribusi lokal terhadap perubahan sikap boikot siswa. Penelitian menggunakan pendekatan kuantitatif dengan desain pra-eksperimen (*One Group Pre-test Post-test*) pada 17 siswa SMA Yadika 11 yang dipilih melalui *purposive sampling*. Pengumpulan data dilakukan menggunakan kuesioner sebelum dan sesudah pemberian stimulus infografis, kemudian dianalisis menggunakan *Paired Sample T-Test*. Hasil penelitian menunjukkan bahwa stimulus pengetahuan efektif meningkatkan pengetahuan secara signifikan (Sig. 0,000). Namun, uji statistik pada variabel sikap menunjukkan nilai signifikansi 0,262 (Sig > 0,05). Dapat disimpulkan bahwa meskipun pengetahuan meningkat, tidak terdapat pengaruh signifikan terhadap perubahan sikap boikot. Temuan ini mengindikasikan adanya fenomena resistensi sikap, di mana keyakinan ideologis responden lebih dominan dibandingkan fakta ekonomi yang disajikan.

Kata Kunci: Boikot, Disonansi Kognitif, McDonald's, Perubahan Sikap, Resistensi Sikap, Eksperimen Semu.

**THE EFFECT OF COGNITIVE DISSONANCE ON ATTITUDE TOWARDS
MCDONALD'S BOYCOTT**

(CASE STUDY OF SENIOR HIGH SCHOOL YADIKA 11)

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ABSTRACT

The humanitarian conflict in Palestine triggered a global boycott movement against McDonald's, receiving massive response from Generation Z in Indonesia. This study aims to examine the effect of cognitive dissonance triggered by factual information regarding local contributions on changes in students' boycott attitudes. This research employs a quantitative approach with a pre-experimental design (One Group Pre-test Post-test) on 17 students of Senior High School Yadika 11 selected via purposive sampling. Data were collected through questionnaires before and after the infographic stimulus, then analyzed using the Paired Sample T-Test. The results showed that the information stimulus effectively increased knowledge significantly (Sig. 0.000). However, the statistical test on attitude yielded a significance value of 0.262 (Sig > 0.05). It is concluded that while knowledge increased, there was no significant effect on changing boycott attitudes. These findings suggest attitude resistance, where respondents' ideological beliefs are more dominant than the presented economic facts.

Keywords: *Boycott, Cognitive Dissonance, McDonald's, Attitude Change, Attitude Resistance.*