

**PENGARUH TAYANGAN PODCAST KRISDAYANTI YANG
MEMBAHAS GAJIAN DAN TUNJANGAN DPR DALAM CHANNEL
YOUTUBE @AKBARFAIZALUNCENSORED TERHADAP MINAT
MASYARAKAT MENJADI ANGGOTA DPR**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh tayangan podcast Krisdayanti yang membahas gaji dan tunjangan DPR dalam channel YouTube @AkbarFaizalUncensored terhadap minat masyarakat menjadi anggota DPR. Penelitian ini menggunakan konsep terpaan media Rosengren untuk mengukur variabel tayangan podcast melalui dimensi frekuensi, durasi, dan motif penggunaan, serta konsep minat Crow & Crow melalui dimensi behavioral, cognitive, dan affective. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian eksplanatif dan metode survei. Objek penelitian adalah tayangan podcast Krisdayanti dalam channel YouTube @AkbarFaizalUncensored yang membahas gaji dan tunjangan DPR. Sampel penelitian berjumlah 100 responden yang ditentukan menggunakan teknik purposive sampling. Pengumpulan data dilakukan melalui survei menggunakan kuesioner dengan skala Likert. Hasil penelitian menunjukkan bahwa tayangan podcast Krisdayanti berpengaruh positif dan signifikan terhadap minat masyarakat menjadi anggota DPR. Hasil uji t menunjukkan nilai t hitung sebesar 25,053 lebih besar daripada t tabel sebesar 1,984 dengan nilai signifikansi $0,000 < 0,05$, sehingga H_0 ditolak dan H_a diterima. Hasil uji regresi linear sederhana menghasilkan persamaan $Y = 11,957 + 0,920X$. Nilai koefisien determinasi (R^2) sebesar 0,806 menunjukkan bahwa tayangan podcast memberikan kontribusi sebesar 80,6% terhadap minat masyarakat menjadi anggota DPR, sedangkan 19,4% dipengaruhi faktor lain. Dengan demikian, tayangan podcast Krisdayanti yang membahas gaji dan tunjangan DPR dalam channel YouTube @AkbarFaizalUncensored berpengaruh positif dan signifikan terhadap minat masyarakat menjadi anggota DPR.

Kata kunci: Podcast Politik, Terpaan Media, Minat Karier Politik, Anggota DPR, Uses and Gratifications.

The Influence of Krisdayanti's Podcast Discussing Members of Parliament's Salaries and Allowances on the YouTube Channel @AkbarFaizalUncensored on Public Interest in Becoming a Member of the House of Representatives

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ABSTRACT

This study aims to determine the influence of Krisdayanti's podcast discussing the salaries and allowances of members of the House of Representatives (DPR) on the public's interest in becoming members of the DPR, broadcast on the YouTube channel @AkbarFaizalUncensored. This study uses Rosengren's media exposure concept to measure the podcast exposure variable through the dimensions of frequency, duration, and motives for media use, as well as Crow and Crow's concept of interest through the behavioral, cognitive, and affective dimensions. This study employs a quantitative approach with an explanatory research design and survey method. The research object is Krisdayanti's podcast on the YouTube channel @AkbarFaizalUncensored, which discusses DPR salaries and allowances. The sample consisted of 100 respondents selected using purposive sampling. Data were collected through a survey using a Likert-scale questionnaire. The results show that Krisdayanti's podcast has a positive and significant influence on the public's interest in becoming members of the DPR. The t-test results show a calculated t-value of 25.053, which is greater than the t-table value of 1.984, with a significance value of $0.000 < 0.05$, indicating that H_0 is rejected and H_a is accepted. The simple linear regression analysis produced the equation $Y = 11.957 + 0.920X$. The coefficient of determination (R^2) of 0.806 indicates that podcast exposure contributes 80.6% to the public's interest in becoming members of the DPR, while the remaining 19.4% is influenced by other factors. Thus, Krisdayanti's podcast discussing DPR salaries and allowances on the YouTube channel @AkbarFaizalUncensored has a positive and significant influence on the public's interest in becoming members of the DPR.

Keywords: Political Podcast, Media Exposure, Political Career Interest, Member of Parliament, Uses and Gratifications.