

## Pengujian model nilai-harapan kepuasan terhadap penggunaan media

Sumardi Dahlan, author

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### Abstrak

Penelitian mengenai Pengujian Model Nilai-Harapan Kepuasan terhadap Penggunaan Media bertujuan: untuk mengetahui deskripsi aspek demografi dari responden, motivasi menonton siaran televisi, frekuensi menonton siaran televisi, lama menonton siaran televisi, tingkat kepuasan yang diperoleh responden sebagai upaya pemenuhan kebutuhan mereka, serta untuk mengetahui apakah model yang dibangun sesuai dengan urutan tahapan model Nilai-Harapan Kepuasan terhadap Penggunaan Media.

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Metode yang digunakan dalam penelitian ini adalah metode survei dengan tipe penelitian explanatory. Populasi adalah remaja dan orang dewasa di perkotaan dan pedesaan. Lokasi penelitian ini adalah Kotamadya Makassar dan Kabupaten Soppeng, Propinsi Sulawesi Selatan. Penarikan sampel menggunakan "Multistage Stratified Random Sampling", dengan jumlah sampel sebanyak 440 rumah tangga (400 orang). Data dianalisis dengan menggunakan Path Analysis for Window Release 8.01.

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Hasil penelitian menunjukkan bahwa terdapat perbedaan yang signifikan pada kelompok responden antara usia dengan GS, Sedangkan antara usia dengan GO tidak menunjukkan adanya pengaruh yang nyata. Antara pendidikan dengan GS maupun GO memperlihatkan pengaruh yang signifikan. Demikian pula antara penghasilan dengan GS maupun GO juga menunjukkan pengaruh yang signifikan.

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Motivasi Remaja Desa dalam menonton siaran televisi menunjukkan bahwa lebih

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separuh dari jumlah mereka menganggap dimensi Pengetahuan penting, sedang

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dimensi-dimensi lainnya dianggap biasa-biasa saja. Demikian pula motivasi Dewasa Desa, Remaja Kota, dan Dewasa Kota memperlihatkan bahwa sebagian besar dari mereka menganggap dimensi-dimensi yang diukur biasa-biasa saja bagi mereka. Hal tersebut dapat dimengerti karena mereka pada umumnya memiliki media alternatif untuk memenuhi kebutuhannya.

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Frekuensi menonton siaran televisi (hari/minggu) secara berurut dari tertinggi hingga terendah adalah: Remaja Desa, Dewasa Kota, Remaja Kota, dan Dewasa Desa. Sedangkan lama waktu menonton siaran televisi (jam/hari) pada hari-hari biasa / hari-hari kerja berurut dari tertinggi sampai terendah adalah: Remaja Desa, Remaja Kota, Dewasa Desa, dan Dewasa Kota. Semua kelompok responden mengalami kenaikan jumlah jam menonton siaran televisi pada hari-hari libur, kecuali Remaja Desa.

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Kepuasan yang diperoleh responden dalam menonton siaran televisi adalah: terdapat perbedaan yang nyata (signifikan) antara Remaja Desa dengan Remaja Kota, antara Remaja Desa dengan Dewasa Desa, antara Remaja Kota dengan Dewasa Kota, dan antara Dewasa Desa dengan Dewasa Kota.

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Untuk pengujian model Nilai - Harapan Kepuasan terhadap Penggunaan Media, dalam penelitian ini dibangun 10 model. Dan pengolahan data secara statistik dengan menggunakan Path Analysis diperoleh hasil bahwa dari 10 model yang dibangun tersebut hanya 2 model yang sejalan dengan urutan tahapan model Nilai - Harapan yang diuji, yaitu: model Gabungan Kota dan Desa , dan model Gabungan Kota dan Desa yang memasukkan variabel demografi. Sedang 8 model lainnya merupakan model baru (tidak sejalan) dengan model Nilai - Harapan yang diuji. Delapan model tersebut adalah: model Perkotaan, model Pedesaan, model Perkotaan yang memasukkan variabel demografi, model Pedesaan yang memasukkan variabel demografi, model remaja Kota, model Dewasa Kota, model Remaja Desa, dan model Dewasa Desa.

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Penerapan model Nilai - Harapan Kepuasan terhadap Penggunaan Media hanya dapat diterapkan bilamana sampel yang diambil terdiri atas remaja dan orang dewasa di perkotaan dan Pedesaan digabungkan. Dalam penelitian model tersebut hendaknya dimasukkan variabel selain media televisi, juga media elektronik lainnya, media cetak, media antar pribadi, dan media kelompok/organisasi, sebab kesemua jenis media tersebut sangat berpengaruh dalam GS, MC dan GO, yang sekaligus mempengaruhi tingkat ketepatan model yang dibangun (Goodness of Fit Index).

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Testing on Models of Gratification Expectation-Value toward The Use of MediaThe research aimed to discover the description of demography aspects of respondent, motivation to watch television programs, the frequency, the duration, the gratification level obtained by respondent as an effort to meet their need, and the agreement between the models established and the sequence level of gratification Expectation-Value models of using of media.

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The method applied was survey and the research type was explanatory. The population taken were adolescence and adult in towns and rural. The locations taken were Makassar municipality and Soppeng regency of South Sulawesi province. The sample was drawn by employing Multistage Stratified Random Sampling method. The amount of the sample was 400 households (400 peoples). Data was analyzed using Path Analysis for Windows 8.01.

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Research result showed that there were significant different between respondent group on age and gratification sought (GS) whereas between age and gratification obtained (GO) did not indicate a significant effect. There was a significant effect between income and GS as well as GO.

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Motivation of rural adolescence in watching television program showed that more than a half of the sample population considered the importance of knowledge dimension. Hence other dimensions were judged as usual and so rural adult, town adolescence, and town adult thought of that. This condition could be understood since they generally had alternative media to fulfill their need.

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Sequentially from the highest to the lowest, the frequency to watch television (day/week) was rural adolescence, town adult, town adolescence, and rural adult. Whereas everyday duration to watch television (hour/day) was rural adolescence, town adolescence, rural adult, and town adult. All respondent groups

experienced increasing the number of hour in watching television program on free days except rural adolescence.

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Gratification obtained by respondent in watching television was significant difference between rural adolescence and town adolescence, rural adolescence and rural adult, town adolescence and adult adolescence, and rural adolescence and town adult.

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For the testing on models of gratification expectation-value toward the use of media as much as 10 models was established. Based on statistic analysis using path analysis, it was only 2 models in accordance with the sequence of steps of expectation-value model tested namely joining model of town and rural, and that for town and rural involving demography variable. Another 8 models were new models that were not in accordance with the expectation-value model studied. They were town model, rural model, town model involving demography variable, rural model involving demography variable, town adolescence model, town adult model, rural adolescence model, and rural adult model.

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The application of models of gratification expectation-value toward the use of media could only be addressed if the sample used covered the combination of adolescence and adult in town and rural. In the models studied, other variables besides television should be included such as electronic media, printed media, inter-personal media, and group or organization media as all the media are extremely influence to GS, MC, and GO as well as the level of model-accuracy built (Goodness of Fit Index).;Testing on Models of Gratification Expectation-Value toward The Use of MediaThe research aimed to discover the description of demography aspects of respondent, motivation to watch television programs, the frequency, the duration, the gratification level obtained by respondent as an effort to meet their need, and the agreement between the models established and the sequence level of gratification Expectation-Value models of using of media.

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