

Pengaruh persepsi akan ancaman atas harga diri pada intensi bergosip = The effect of perceived threat to self esteem on intention to gossip

Richard Antoni, author

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Abstrak

Penelitian ini dilakukan untuk mendapatkan gambaran mengenai pengaruh Persepsi Akan Ancaman (Perceived Threat) atas Harga Diri (Self-esteem) pada Intensitas Bergosip. Pengukuran perceived threat to self-esteem dilakukan dengan menggunakan self-report scale atas skenario eksperimen yang diberikan kepada para partisipan dengan skala likert 6, dan pengukuran intensitas bergosip menggunakan adaptasi alat ukur tendency to gossip scale (Massar et al., 2011).

Partisipan berjumlah 120 mahasiswa Fakultas Hukum Universitas Indonesia yang sudah berkuliah sekurang-kurangnya 1 (satu) semester dan aktif bersosialisasi.

Hasil penelitian ini menunjukkan terdapat pengaruh positif yang signifikan antara perceived threat to self-esteem pada intensitas bergosip pada mahasiswa Fakultas Hukum Universitas Indonesia ($t = 24.869$; $p = 0.000$, signifikan pada L.o.S 0.01). Hasil penelitian ini menunjukkan bahwa, ketika seseorang mempersepsikan adanya ancaman atas harga dirinya, maka semakin ia merasakan intensitas untuk bergosip.

.....This research was conducted to find the effect of perceived threat to self-esteem on intention to gossip. Perceived Threat to Self-esteem was measured with a 6 likert scale self-report inventory on the experiment scenarios that was given to the participants. Intention to Gossip was measured using an inventory named Intention to Gossip scale which is a modified inventory from Tendency to Gossip (Massar et al.,2011). The participants of this research were 120 University of Indonesia Faculty of Law students who have studied for at least 1 (one) semester and actively socializing.

The main results of this research show that perceived threat to self-esteem has a significant positive effect on intention to gossip ($t = 24.869$; $p = 0.000$, significant at L.o.S 0.01). This research's result shows that, when someone perceived that their self-esteem being threatened, they will feel higher intention to gossip.