

Hubungan antara teman sebaya dengan preferensi terhadap komik Jepang : studi kasus bimbingan belajar X di Depok = Correlation between peer groups and reading preference towards Japanese comics : case study bimbingan belajar X in Depok

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Abstrak

Tingginya angka penjualan komik Jepang di Indonesia menunjukkan adanya minat baca yang tinggi terhadap komik Jepang. Minat baca terhadap komik Jepang menyentuh semua kalangan, terutama di kalangan remaja. Hal itu disebabkan remaja menyukai bahan bacaan yang ringan. Salah satu faktor yang memengaruhi minat baca seseorang yaitu pengaruh lingkungan sosial, contohnya pengaruh teman sebaya. Remaja biasanya membentuk kelompok teman sebaya yang memiliki pengaruh besar terhadap tingkah laku remaja itu sendiri. Populasi penelitian ini adalah remaja yang duduk di bangku SMA. Penelitian ini akan membahas hubungan antara teman sebaya dengan preferensi terhadap komik Jepang yang diminati remaja SMA. Penelitian ini menggunakan pendekatan kuantitatif dengan cara menyebarkan kuesioner kepada 93 partisipan remaja SMA yang terdaftar sebagai siswa bimbingan belajar “X” di Depok. Berdasarkan hasil pengolahan data, terdapat hubungan yang signifikan antara teman sebaya dengan preferensi komik Jepang yang diminati remaja SMA. Selain itu, terdapat kontribusi yang kuat antara variabel teman sebaya dengan variabel preferensi terhadap komik Jepang yang diminati remaja SMA.

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The rapid growth of Japanese comic sales in Indonesia indicates a high interest in reading Japanese comics. This interest has spread within all age groups, especially among teenagers. It is most probably because teenagers prefer light reading materials. One of the factors that influence someone's interest in reading is the social environment, from the peer group for instance. Normally, teenagers with shared interests form a group or clique, which eventually will have a notable influence in their behaviours. The population of this research involves teenagers who are currently studying in high school level. This research is conducted to examine a correlation between peer groups and reading preference towards Japanese comic among high school students, using quantitative method by spreading questionnaires to 93 high school students who are listed as Bimbingan Belajar “X” students (tutorial classes) in Depok as participants. Result shows that there is a significant correlation between peer groups and reading preference towards Japanese comics among high school students. Furthermore, there is a strong contribution between peer groups variable and reading preference towards Japanese comics among high school students variable.