

Pengaruh media exposure dan media literacy pada sikap seseorang (studi pada program penanggulangan kemiskinan pemerintah terhadap penerima bantuan) = The influence of media exposure and media literacy towards someone s behavior study on government s poverty reduction program towards the aid beneficiaries / Intan Tanjung Sari

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Abstrak

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Berbagai penelitian mengenai media menunjukkan bahwa media memiliki efek terhadap sikap seseorang. Sehubungan dengan penggunaan media, pemerintah melalui Tim Nasional Percepatan Penanggulangan Kemiskinan (TNP2K) melakukan sosialisasi terkait program peningkatan kesejahteraan masyarakat kurang mampu. Sosialisasi yang bertujuan memperkenalkan program yang dikemas dalam istilah Kartu Sakti Jokowi menggunakan berbagai macam metode salah satunya media massa. Bagaimana pengaruh media exposure dan media literacy terkait berita program pada sikap penerima bantuan menjadi pertanyaan dalam penelitian ini. Penelitian ini menggunakan metode kuantitatif untuk melihat pengaruh media exposure dan media literacy terkait berita program terhadap sikap penerima bantuan pada pemerintah. Hasil penelitian ini menunjukkan bahwa media exposure berpengaruh signifikan terhadap media literacy karena media literacy tidak akan terjadi tanpa adanya terpaan media. Selanjutnya media exposure tidak mempengaruhi sikap penerima bantuan karena masyarakat penerima bantuan sudah memiliki sumber informasi lain dalam memahami isi berita media terkait program. Hal ini diperkuat dengan adanya pengaruh yang signifikan antara media literacy dengan sikap. Artinya, pemahaman terhadap konten media mempengaruhi sikap penerima bantuan. Meskipun berita memiliki sentimen negatif, tidak mempengaruhi sikap masyarakat untuk tidak menyukai program bantuan pemerintah. Hal ini terjadi karena berbagai metode sosialisasi yang dilakukan TNP2K menjadi sumber informasi yang menumbuhkan pemahaman masyarakat penerima manfaat.

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ABSTRACT

Many research about media indicated that media has effect towards someone's behavior. In accordance with the media usage, the government through Tim Nasional Percepatan Penanggulangan Kemiskinan (TNP2K) held dissemination related to the prosperity improvement program for poor community. Dissemination which aimed to introduce the program in the package of KartuSaktiJokowi using some methods, which one of them is mass media. How is the influence of media exposure and media literacy related to the program news

coverage towards the behavior of aid beneficiaries became a question in this research. This research used quantitative method to see the influence of media exposure and media literacy related to the program news coverage of the aid beneficiaries behavior towards the government. The result of this research has shown that media exposure is significantly influential to media literacy because media literacy will not happen without media exposure. Media exposure has no influence in the aid beneficiaries behavior because the aid beneficiaries have had other information resources in understanding media content related to the program. This is strengthened with the significant influence between media literacy with the behavior. This means that the understanding towards media content influences the beneficiaries behavior. Although there were news with negative sentiment, the community's behavior was not influenced to dislike the government aid program. This happened because many dissemination methods done by TNP2K became resource of information which grows the understanding of aid beneficiaries, Many research about media indicated that media has effect towards someone's behavior. In accordance with the media usage, the government through Tim Nasional Percepatan Penanggulangan Kemiskinan (TNP2K) held dissemination related to the prosperity improvement program for poor community. Dissemination which aimed to introduce the program in the package of KartuSaktiJokowi using some methods, which one of them is mass media. How is the influence of media exposure and media literacy related to the program news coverage towards the behavior of aid beneficiaries became a question in this research. This research used quantitative method to see the influence of media exposure and media literacy related to the program news coverage of the aid beneficiaries behavior towards the government. The result of this research has shown that media exposure is significantly influential to media literacy because media literacy will not happen without media exposure. Media exposure has no influence in the aid beneficiaries behavior because the aid beneficiaries have had other information resources in understanding media content related to the program. This is strengthened with the significant influence between media literacy with the behavior. This means that the understanding towards media content influences the beneficiaries behavior. Although there were news with negative sentiment, the community's behavior was not influenced to dislike the government aid program. This happened because many dissemination methods done by TNP2K became resource of information which grows the understanding of aid beneficiaries]