

# Pengaruh antropomorfisme laju waktu dan framing waktu terhadap delay premium dan speed up cost = The influence of anthropomorphism of time pace and time framing on delay premium and speed up cost

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Abstrak

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Intertemporal choice adalah situasi di mana individu harus memilih di antara dua alternatif hasil yang terletak di dua waktu yang berbeda. Penelitian ini bertujuan untuk mengetahui apakah manipulasi waktu, berupa antropomorfisme laju waktu dan framing waktu, memiliki pengaruh terhadap preferensi dalam intertemporal choice. Antropomorfisme laju waktu adalah persepsi bahwa waktu berperilaku seperti manusia yang bergerak dengan laju cepat atau lambat. Framing waktu adalah pengubahan waktu penerimaan sebuah hasil menjadi dimajukan atau dimundurkan. Preferensi dalam intertemporal choice diketahui melalui delay premium (jumlah uang yang ingin diterima apabila penerimaan dimundurkan), dan speed-up cost (jumlah uang yang ingin dibayar apabila penerimaan dimajukan). Jumlah delay premium dan speed-up cost yang tinggi melambangkan ketidaksabaran karena partisipan lebih memilih untuk menerima hasil saat ini daripada harus menunggu. Partisipan (N=152) adalah mahasiswa S1 Fakultas Psikologi dan Fakultas Ilmu Sosial dan Ilmu Politik Universitas Indonesia. Hasil penelitian menunjukkan bahwa ungkapan antropomorfik, baik yang mengandung laju cepat maupun lambat, meningkatkan delay premium namun menurunkan speed-up cost. Ungkapan antropomorfik laju waktu cepat menghasilkan delay premium yang paling tinggi dan speed-up cost yang paling rendah dibandingkan ungkapan laju waktu lambat maupun non-antropomorfik.

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<b>ABSTRACT</b><b>

Intertemporal choice is a situation where individual has to face a choice of outcomes located at two different points in time. This research aims to examine the influence of time manipulation, in the forms of anthropomorphism of time pace and time framing, on individual's preference in intertemporal choice. Anthropomorphism of time pace is the perception that time behaves like human which moves in fast pace and slow pace. Time framing is the change of outcomes' reception time as being delayed or sped-up. Preference in intertemporal choice is measured through delay premium (the amount of money participants require to delay reception) and speed-up cost (the amount of money participants pay to speed-up reception). High delay premium and speed-up cost reflect participant's impatience as they prefer to receive outcome now rather than waiting. Participants (N=152) are students from Faculty of Psychology and Faculty of Social and Political Science University of Indonesia. The results show that anthropomorphic sayings, either containing slow pace or fast pace, increase delay premium but decrease speed-up cost. Sayings of fast time pace anthropomorphism cause the highest delay premium and lowest speed-up cost compared to slow time pace anthropomorphism and non-anthropomorphic saying, Intertemporal choice is a situation where individual has to face a choice of outcomes located at two different points in time. This research aims to examine the influence of time manipulation, in the forms of anthropomorphism of time pace and time

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