

Prediksi Afektif Memoderasi Pengaruh Paparan Selektif Terhadap Polarisasi Politik = Affective Forecasting Moderate The Effects of Selective Exposure to Political Polarization

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Abstrak

Penelitian ini melibatkan variabel pengaruh paparan selektif dan prediksi afektif terhadap polarisasi politik. Penelitian menggunakan desain eksperimental. Partisipan penelitian adalah masyarakat umum dengan kriteria usia di atas 17 tahun dan pernah berpartisipasi dalam kegiatan politik masif di Indonesia seperti PilPres dan PilLeg (N = 242). Instrumen yang digunakan adalah *Political Ideology Scale* dan *Positive Affect Negative Affect Schedule*.

Hasil analisis *Mixed ANOVA* menunjukkan polarisasi politik atau penguatan sikap awal partisipan setelah pemberian informasi yang berlawanan pada kategori kelompok Eksperimen-“Tidak”/kontra LGBT, Eksperimen-Konservatif dan Liberal- Konservatif. Hasil analisis Hayes Macro Process menemukan pengaruh moderasi prediksi afektif dalam pengaruh paparan selektif terhadap perubahan sikap ideologi politik.

.....This study involve effect of selective exposure and affective forecasting on political polarization. This study have experimental design. Participants of this study are general public that have criterion age above 17 years old and at least once participated in general public leaders election like Presidential election or Legislative election at Indonesia (N = 242). The instruments used in this study are *Political Ideology Scale* and *Positive Affect Negative Affect Schedule*.

The results of *Mixed ANOVA* showed that political polarization or strengthening of initial attitude that participants have after exposure of opposing view happen in group category Experiment-Contra LGBT, Experiment- Conservative and Control-Conservative. Hayes Macro Process Analysis results found that there is moderation effect of affective forecasting on the effect of selective exposure to change in political ideology.