

Peran Sustained Attention dalam Memediasi Hubungan Durasi Menonton Video Pendek TikTok dan Memori Kerja = The Role of Sustained Attention in Mediating The Relationship Between The Duration of TikTok's Short Form Video Watching and Working Memory

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Abstrak

Tren video pendek mengalami peningkatan yang pesat selama beberapa tahun terakhir akibat lockdown COVID-19. Penggunaan aplikasi video pendek berhubungan dengan salah satu fungsi eksekutif, yaitu memori kerja. Meskipun begitu, mekanisme hubungan antara keduanya belum banyak diketahui. Dalam penelitian ini, sustained attention diduga berperan sebagai mediator dalam hubungan antara durasi menonton video pendek dan memori kerja pada dewasa awal. Padahal, studi menemukan bahwa performa fungsi eksekutif mencapai perkembangan optimal pada masa dewasa muda. Sebanyak 81 partisipan berusia 18-25 tahun mengikuti seluruh rangkaian penelitian. Durasi menonton video pendek diukur dengan rata-rata individu menonton TikTok dalam sebulan. Sementara itu, sustained attention diukur menggunakan Sustained Attention to Response Task dan memori kerja diukur menggunakan Symmetry Span Task. Hasil analisis mediasi menggunakan PROCESS Hayes model 4 di SPSS menunjukkan bahwa hubungan antara durasi menonton video pendek dan memori kerja tidak dimediasi oleh sustained attention melalui indirect effect-nya. Namun, direct effect dari analisis mediasi dan analisis korelasi antara durasi menonton video pendek dan memori kerja memiliki hasil yang signifikan sehingga kedua variabel berhubungan secara langsung. Direct effect menunjukkan hasil signifikan negatif yang mengindikasikan bahwa durasi menonton video pendek TikTok yang berlebihan dapat menurunkan performa dari memori kerja. Penelitian ini berimplikasi pada pentingnya mengelola durasi menonton video pendek terhadap performa memori kerja individu.

.....The trend of short videos has increased rapidly over the past few years due to the COVID-19 lockdown. The use of short video applications is related to one of the executive functions, namely working memory. However, the mechanism of the relationship between the two is not widely understood. In this study, sustained attention is suspected to have a mediating role between the duration of watching short videos and working memory in emerging adults. Meanwhile, early studies found that the performance of executive functions reaches optimal development in emerging adulthood. A total of 81 participants aged 18-25 years participated in the entire series of this study. The duration of watching short form videos was measured by the average time of watching TikTok in a month. Meanwhile, sustained attention was measured using the Sustained Attention to Response Task and working memory was measured using Symmetry Span Task. The result of the mediation analysis using PROCESS Hayes model 4 in SPSS showed that the relationship between the duration of short form video watching and working memory was not mediated by sustained attention through its indirect effect. However, the direct effect of the mediation analysis and the correlation analysis between the duration of short form video watching and working memory had significant results, thus the two variables had direct relationship. The direct effect is significantly negative which indicates that the duration of watching short videos excessively can reduce working memory performance. This study has

implications for the importance of managing the duration of watching short videos on individual working memory performance.