

Pengaruh Menonton Film Queer pada Sikap terhadap Homoseksual = The Effect of Watching a Queer Film on Attitudes Toward Homosexuals

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Abstrak

Stigma terhadap homoseksual masih kuat di Indonesia, representasi queer dalam media dipandang memiliki potensi sebagai sarana perubahan sikap. Penelitian ini bertujuan menguji pengaruh menonton film queer terhadap sikap terhadap homoseksual di Indonesia. Menggunakan metode pre-experimental design pretest-posttest one group, sebanyak 39 partisipan berusia 18–27 tahun ($M = 21.02$, $SD = 1.81$) mengikuti sesi menonton film *Pria* (2017). Paired sample t-test menunjukkan bahwa penayangan film queer tidak menghasilkan perubahan sikap yang signifikan ($t(38) = -0.907$, $p > 0.05$). Mayoritas partisipan juga sudah memiliki sikap yang tergolong sedang hingga tinggi, sehingga ada dugaan ceiling effect. Tidak adanya perubahan sikap diduga terhambat faktor sosial budaya. Uji korelasi menunjukkan kepentingan nilai-nilai agama berhubungan negatif signifikan dengan sikap terhadap homoseksual, sedangkan frekuensi konsumsi media, sikap lingkungan terdekat dan interaksi dengan komunitas LGBTQIA+ berhubungan positif signifikan. Film dapat menjadi pemicu kesadaran awal, tetapi memerlukan strategi lain untuk menciptakan perubahan sikap berkelanjutan.

.....The stigma against homosexuals is still strong in Indonesia, queer representation in the media is seen as having the potential as a means of attitude change. This study aims to examine the effect of watching queer films on attitudes towards homosexuals in Indonesia. Using the pre-experimental design pretest-posttest one group method, 39 participants aged 18–27 years ($M = 21.02$, $SD = 1.81$) participated in a session of watching the film *Pria* (2017). A paired sample t-test showed that presenting queer films did not result in significant changes in attitudes ($t(38) = -0.907$, $p > 0.05$). The majority of participants also already had moderate to high attitudes, so there is a suspicion of a ceiling effect. The absence of attitude change is thought to be hampered by socio-cultural factors. The correlation test showed that religious importance values were significantly negatively related to attitudes towards homosexuals, while the frequency of media consumption, attitudes of the immediate environment and interaction with the LGBTQIA+ community were significantly positively related. Films can be a trigger for initial awareness, but require other strategies to create sustainable attitude change.