

Pengaruh Tayangan yang Mengandung Kekerasan dan Iklan Komersial di Televisi terhadap Perilaku Peniruan oleh Pemirsa Dewasa. (Suatu Kajian Ketahanan Wilayah di Kotamadya Depok)

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Abstrak

Media massa, terutama televisi, harus diakui kini memiliki pengaruh luar biasa terhadap masyarakat. Aneka tayangan yang dihadirkan kepada masyarakat, informasi, hiburan maupun iklan tampaknya sudah jadi "kewajiban" untuk ditonton. Tayangan televisi kini ibarat dua sisi mata uang, salah satu sisi memberikan manfaat positif, tapi di sisi lain berdampak negatif. Melihat perkembangan pertelevisian yang terus menjamur dan sudah tentu faktor bisnis harus menjadi perhatian utama, jenis tayangan dan iklan komersial dapat menjadi faktor yang mempengaruhi perilaku pemirsanya.

Penelitian ini bertujuan untuk mengukur seberapa besar kadar perilaku peniruan pemirsa dewasa (variabel dependen = Y) disebabkan oleh faktor pengaruh tayangan yang mengandung kekerasan di televisi (variable independen - Xi) dan faktor iklan komersial di televisi (variabel independen - X2) dalam kaitannya dengan Ketahanan Wilayah di Kotamadya Depok.

Metode Penelitian yang digunakan adalah yang digunakan adalah metode survey dengan menggunakan kuesioner untuk menjangring persepsi masyarakat di Kotamadya Depok khususnya di 3 (tiga) Kecamatan yang berada di wilayahnya yaitu Kecamatan Cimanggis, Kecamatan Sukmajaya dan Kecamatan Beji, hingga terjaring 100 orang sebagai responden. Disamping itu untuk mengumpulkan data digunakan juga teknik observasi. Sampel penelitian ditentukan dengan teknik random sampling. Data dianalisis menggunakan metode statistik korelasi dan regresi sederhana serta regresi berganda.

Hasil penelitian menemukan pertama, terdapat pengaruh antara tayangan yang mengandung kekerasan di televisi terhadap kadar perilaku peniruan oleh pemirsa dewasa, semakin baik pengaruh tayangan yang mengandung kekerasan di televisi maka akibatnya akan semakin besar terhadap kadar perilaku peniruan oleh pemirsa dewasa dan sebaliknya semakin tidak baik pengaruh tayangan yang mengandung kekerasan di televisi maka akibatnya akan semakin kecil pula kadar perilaku peniruan oleh pemirsa dewasa. Karena koefisien determinasi korelasi (r^2) = 0.609 maka terdapat 60.9% kadar perilaku peniruan oleh pemirsa dewasa disebabkan oleh pengaruh tayangan yang mengandung kekerasan di televisi di Kotamadya Depok. Kedua, terdapat pengaruh antara iklan komersial di televisi terhadap perilaku peniruan oleh pemirsa dewasa. Karena koefisien determinasi korelasinya (r) = 0.5580 maka terdapat 55.8% kadar perilaku peniruan pemirsa dewasa disebabkan oleh pengaruh iklan komersial di televisi. Ketiga, terdapat pengaruh antara tayangan yang mengandung kekerasan dan iklan komersial di televisi. Karena koefisien determinasi korelasinya (r^2) = 0.660 maka terdapat 66.0% kadar perilaku peniruan oleh pemirsa dewasa disebabkan pengaruh tayangan yang mengandung kekerasan dan iklan komersial di televisi.

.....Mass media, television broadcasting in particularly, has a great influence to the public currently. Several various programs have been presented for viewers such as information, entertainment and advertisement, and it seems to be "a compulsory" to be watched for them. As a coin, television broadcasting has two sides. In one side, it provides some advantages, but on other hand, it gives disadvantages. In according to the rapid development of television broadcasting, the business factor becomes a priority. Some kinds of television

programs must follow this factor, as a result the television program and commercial advertisement could be the factors that influence their viewers' behavior.

This research is aimed at measuring the extent of the imitating behaviour of the adult viewers (dependent variable = Y) caused by the factor of programs contain violence on the television (independent variable = X_1), and the factor of commercial advertisement on television (independent variable = X_2). in this correlation with the region resilience at Depok municipality.

The research methodology employed is the survey method by using questionnaire to obtain the perception of 100 respondents from Depok municipality which are Cimanggis sub-district, Sukmajaya sub- district and Beji sub-district. In addition, observation method also employed to collect data. The research samples are collected by means of random sampling. The data are analyzed by means of simple correlation and regression statistical method and multiple regression method.

The research findings are follows: Firstly, there is an influence of the programs contain violence on the television on the extent of imitating behaviour of the adult viewers, the more positive the influence of programs contain violence on the television, the bigger the extent of imitating behaviour of the adult viewers, and the other way around, the more negative the influence of programs contain violence on the television, the smaller extent of imitating behaviour of the adult viewers. Since the determinant coefficient of the correlation (r^2) = 0.609, hence there is 60.9% of imitating behaviour of the adult viewers content caused by the programs contain violence on the television at Depok municipality. Secondly, there is an influence of the commercial advertisement on television on the extent of imitating behaviour of the adult viewers. Since the determinant coefficient of the correlation (r^2) = 0.5580, hence there is 55.8% of imitating behaviour of the adult viewers content caused by the commercial advertisement on television at Depok municipality. Thirdly, there is an influences of the programs contain violence on the television and the commercial advertisement on television on the extent imitating behaviour of the adult viewers. Since the determinant coefficient of the correlation (r^2) = 0.660, hence there is 66.0% of imitating behaviour of the adult viewers content caused by the programs contain violence on the television and commercial advertisement on television at Depok municipality.