

Pengaruh orientasi media terhadap perceived realism berita di televisi : studi mahasiswa S1 reguler Universitas Indonesia = The Influence of media use orientation to perceived realism of conflict news in television

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Abstrak

Penelitian yang berjudul "Pengaruh Orientasi Media Terhadap Perceived Realism Berita di Televisi" ini berusaha untuk mengukur pengaruh variabel ritualized, instrumental, afinitas televisi, dan audience activity terhadap variabel perceived realism berita konflik Mesuji di televisi. Penelitian dilakukan pada mahasiswa Universitas Indonesia sebanyak 277 responden dengan metode kuantitatif dan analisis Structural Equation Model (SEM).

Hasil penelitian menunjukkan tingkat perceived realism mahasiswa terhadap berita konflik Mesuji cenderung rendah. Tidak terdapat hubungan antara variabel ritualized, instrumental, afinitas televisi, dan audience activity terhadap perceived realism. Namun terdapat hubungan antara variabel ritualized dengan afinitas televisi dan variabel instrumental dengan audience activity.

.....This study titled "The Influence of Media Use Orientation to Perceived Realism of Conflict News in Television" measured the influence of ritualized, instrumental, television affinity, and audience activity to perceived realism of Mesuji conflict news on television. The study was conducted to 277 University of Indonesia students with quantitative method and Structural Equation Model (SEM) analysis.

The result showed student perceived realism to Mesuji conflict news tended to be low. There were no relationships from ritualized, instrumental, television affinity, and audience activity to perceived realism. But there was relationship between ritualized and television affinity, also between instrumental and audience activity.