

## Pengaruh tingkat keabstrakan bahasa dan jarak temporal terhadap intensi prososial = The effect of language abstractness level and temporal distances on prosocial intention

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### Abstrak

[<b>ABSTRAK</b><br>

Salah satu motif yang mendasari perilaku prososial adalah empati. Penelitian Pronin, Olivola, dan Kennedy (2007) memperlihatkan perbedaan perilaku prososial orang yaitu saat eksperimenter menggunakan bahasa abstrak partisipan hanya sedikit menunjukkan rasa empati dan perilaku prososial pada kondisi present self, hal yang terjadi adalah sebaliknya saat eksperimenter menggunakan bahasa konkret. Ditemukan pula bahwa partisipan memilih jarak waktu yang lebih lama untuk mengerjakan aktivitas yang diminta dalam kuesioner dengan deskripsi abstrak (Lieberman, Trope, McCrea, & Sherman, 2007). Penafsiran tingkat tinggi cenderung diungkapkan melalui penggunaan bahasa yang lebih abstrak dibandingkan dengan penafsiran tingkat rendah oleh partisipan pada penelitian Fujita, Henderson, Eng, Trope dan Liberman (2006) yang menggunakan Linguistic Categorization Model (LCM) untuk mengkodekan respon partisipannya. Ketiga penelitian ini menggunakan kerangka berpikir teori jenjang penafsiran dan jarak psikologis. Pada skripsi ini penulis ingin melakukan penelitian lanjutan dari penelitian Liberman, dkk (2007) dengan menambahkan jarak temporal sebagai variabel bebas kedua dan intensi prososial sebagai variabel terikatnya. Penulis menggunakan desain penelitian 2x2 Mixed Design ANOVA dan mengharapkan tingkat keabstrakan bahasa akan berinteraksi secara signifikansi dengan jarak temporal dalam mempengaruhi intensi prososial. Hasilnya, interaksi antara tingkat keabstrakan bahasa dan jarak temporal tidak berdampak signifikan terhadap intensi prososial. Implikasi penelitian ini didiskusikan pada bagian akhir skripsi.

<b>ABSTRAK</b><br>

One of the motives underlying prosocial behavior is empathy. Research from Pronin, Olivola, and Kennedy (2007) showed that there are differences in people prosocial behavior, which when experimenters used abstract language participants only showed a few sense of empathy and prosocial behavior in the present self condition, and a contradictive result shown when they used a concrete language. It was found that participants chosen a longer time to do the activities requested in the questionnaire with an abstract description (Lieberman, Trope, McCrea, & Sherman, 2007). Furthermore, compared with low-level construals, high-level construals should be revealed through the use of more abstract language (Fujita, Henderson, Eng, Trope and Liberman, 2006) which used the Linguistic Categorization Model (LCM) to encode participants response. Those

three studies used construal level theory (CLT) and psychological distance theoretical framework. In this thesis the author aims to conduct a follow up study from Liberman, et al's research (2007) by adding temporal distances as the second independent variable, and prosocial intentions as the dependent variable. The author uses the 2x2 Mixed Design ANOVA and hypothesize that the participants language abstractness level will interact with temporal distances in influencing prosocial intention. The result showed that interaction between language abstractness level and temporal distance have no significant impact on prosocial intentions. Implications of this thesis are discussed., One of the motives underlying prosocial behavior is empathy. Research

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