

Peran kejelasan norma sosial dan perceived controllability stigma dalam mempengaruhi ekspresi prasangka = The effects of social norm clarity and perceived controllability stigma on expression of prejudice

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20404313&lokasi=lokal>

Abstrak

[ABSTRAK

Penelitian ini bermaksud untuk menemukan stigma yang menjadi target prasangka dalam konteks masyarakat Indonesia; menguji pengaruh sosial dalam ekspresi prasangka; serta menguji peran kejelasan norma sosial dan perceived controllability stigma dalam memoderasi pengaruh sosial terhadap ekspresi prasangka. Dari 373 mahasiswi dalam rentang usia antara 19 - 22 tahun ditemukan bahwa pengaruh sosial dalam bentuk kehadiran orang lain yang mengutuk atau mendukung diskriminasi akan mempengaruhi ekspresi prasangka. Pengaruh kehadiran orang lain yang mengutuk atau mendukung diskriminasi terhadap ekspresi prasangka dimoderasi oleh kejelasan norma sosial. Sementara itu pengaruh sosial terhadap ekspresi prasangka tidak dimoderasi oleh perceived controllability stigma.

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ABSTRACT

This present study assesses stigma in Indonesian context and examined the effects social influence toward expression of prejudice through moderation of social norm clarity and perceived controllability stigma. Results from 373 female college students aged between 19-22 years old showed that social influence has direct effect on expression of prejudice and social norm clarity was proved to moderating the effect of social influence on expression of prejudice. On the other hand, perceived controllability was not proved to be the moderator.;

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