

Mengapa berpartisipasi efek pengaruh sosial informasional dan identitas terkait perkotaan terhadap partisipasi politik secara online = Why participate the effect of informational social influence and urban related identity to online political participation

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Abstrak

[ABSTRAK

Penelitian ini bertujuan untuk meneliti efek dari pengaruh sosial informasional dan identitas terkait perkotaan sebagai moderator terhadap partisipasi politik secara online. Penelitian ini diikuti oleh 271 partisipan yang memperoleh manipulasi berupa perbedaan jumlah penanda tangan petisi dan nama kota yang dicantumkan dalam petisi. Penulis juga mengukur tingkat identifikasi partisipan terhadap kota Depok dengan menggunakan Urban Identity Scale. Penelitian ini merupakan penelitian eksperimen dengan desain 3 x 2 randomized factorial design. Penulis berhipotesis bahwa individu yang memiliki identitas terkait perkotaan yang tinggi memiliki peluang yang lebih besar untuk berpartisipasi politik dengan cara menandatangani petisi online. Berdasarkan uji hipotesis dengan menggunakan binary logistic regression, penelitian ini menemukan bahwa identitas terkait perkotaan tidak secara signifikan memoderasi hubungan antara pengaruh sosial informasional dan partisipasi politik secara online dengan $R^2 = .13$, $p > 0,05$. Lebih lanjut, penulis menyimpulkan bahwa efek pengaruh sosial informasional terhadap partisipasi politik secara online tidak dipengaruhi oleh identitas terkait perkotaan.

;The purpose of this study is to investigate the effect of social informational influence and urban-related identity as well as the interaction of both to behavior of signing online petition. 271 participants were given a manipulation in the form of different numbers of the petitioners and the city's named listed in the petition. Writer also measured participant's level of identification to Depok city by using Urban Identity Scale. This study was an experimental study with a 3 x 2 randomized factorial design. Writer hypothesized individuals who have a high urban-related identity has greater opportunities for political participation by means of signing an online petition. Based on hypothesis testing using binary logistic regression, the study found urban-related identity was not significantly moderating relationship between informational social influence and online political participation with $R^2 = .13$, $p > 0,05$. Furthermore, the authors concluded that the effect of informational social influence on political participation online was not affected by the urban-related identity.

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