

## Efek pemirsa terhadap kemampuan mengingat = Audience effects on memory recall

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### Abstrak

[<b>ABSTRAK</b><br> Penelitian ini bertujuan untuk menguji pengaruh dari kehadiran pemirsa terhadap kemampuan mengingat kembali memori mengenai kata-kata. Penelitian ini menggunakan desain 2(Kondisi tidak ada pemirsa/Ada pemirsa) x 2(Kata-kata simpel/kompleks). Partisipan dalam penelitian adalah mahasiswa-mahasiswa University of Queensland yang terdiri dari 12 partisipan perempuan dan 3 partisipan laki-laki. Masing-masing partisipan diminta mengingat sebanyak mungkin kata-kata yang ditunjukkan pada empat macam kondisi yaitu mengingat kata-kata simpel pada kondisi tidak ada pemirsa, mengingat kata-kata simpel pada kondisi ada pemirsa, mengingat kata-kata kompleks pada kondisi tidak ada pemirsa, dan mengingat kata-kata kompleks pada kondisi ada pemirsa. Hasil dari penelitian ini menunjukkan bahwa partisipan mengingat lebih banyak kata-kata simpel dibanding kata-kata kompleks, namun tidak ada perbedaan signifikan pada efek kehadiran pemirsa terhadap kemampuan mengingat kembali memori tentang kata-kata tersebut. Lebih lanjut, secara signifikan ditemukan bahwa partisipan mengingat lebih banyak kata simpel pada kondisi tidak ada pemirsa dibanding mengingat kata kompleks pada kondisi ada pemirsa. Berdasarkan hasil penelitian, dapat disimpulkan bahwa kehadiran pemirsa tidak mempengaruhi kemampuan partisipan dalam mengingat kata-kata.<b>ABSTRACT</b><br> This study aimed to examine the influence of audience to memory recall of words. This study used 2(No Audience/Audience condition) x 2(Simple/complex words) design. The participants of this study were university students at University of Queensland (12 females, 3 males). They were each asked to recall as many words under four conditions, which are recalling simple words in no audience condition, recalling simple words in audience condition, complex words in no audience condition, and complex words in audience condition. Results indicated that participants significantly recalled more words in the list of simple words than complex words but no significant difference in audience effect was found. However, result showed that participants significantly recalled more simple words in no audience condition than complex words in audience condition. From the results, it can be concluded that presence of audience did not influence individual?s memory recall

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