

Pesan persuasi ancaman dalam komunikasi kebijakan publik: (studi eksperimen pengaruh penerimaan pesan ancaman dan pesan efikasi terhadap motivasi proteksi, motivasi defensif dan pencarian informasi dalam program amnesti pajak) = Fear appeals strategy on public policy communication: experiment study of the effect of fear and efficacy messages on protection motivation defensive motivation and information seeking on tax amnesty program / Nico Aditia

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Abstrak

**ABSTRAK**

Tesis ini meneliti pengaruh penerimaan pesan ancaman dan pesan efikasi terhadap motivasi proteksi, motivasi defensif dan pencarian informasi dalam pesan program Amnesti Pajak. Hubungan kausal tersebut dianalisis menggunakan model E-EPPM Extension of Extended Parallel Process Model melalui uji ANOVA. Pengumpulan data dilakukan terhadap 80 mahasiswa perguruan tinggi dengan menggunakan desain experiment factorial 2x2. Hasil penelitian ini menunjukkan bahwa secara umum temuan empiris dalam penelitian ini sejalan dengan konsep dan proposisi Extension of Extended Parallel Process Model. Meski demikian, terdapat temuan empiris yang berbeda dengan konsep dan proposisi Extension of Extended Parallel Process Model sebagaimana yang diungkapkan oleh So 2013 . Temuan empiris dalam penelitian menunjukkan bahwa tidak terdapat perbedaan motivasi proteksi antara penerimaan pesan ancaman tinggi dan penerimaan pesan ancaman rendah. Responden sama-sama merasa terancam meski diberikan pesan ancaman pada level yang berbeda-beda. Berdasarkan temuan tersebut, peneliti mengusulkan penambahan resonansi sebagai variabel yang memediasi fear and anxiety terhadap coping appraisal.

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**ABSTRACT**

This thesis examines the effect of receiving threat messages and message of efficacy on the motivation of protection, defensive motivation and information search in the message of Amnesty Tax program. The causal relationship is analyzed using E EPPM Extension of Extended Parallel Process Model model through ANOVA test. Data collection was conducted on 80 college students using experimental factorial 2x2 design. The results of this study indicate that in general the empirical findings in this study are in line with the concept and proposition Extension of Extended Parallel Process Model. Nevertheless, there are empirical findings that are different from the concept and proposition of Extension of Extended Parallel Process Model as disclosed by So 2013 . The empirical findings of the study indicate that there is no difference in the motivation of protection between high threat message reception and low threat message reception. Respondents were equally threatened despite threats at different levels. Based on these findings, researchers propose the addition of resonance as a variable that mediates fear and anxiety to coping appraisal.