

Hubungan antara clickbait dan persepsi kredibilitas outlet berita online di media sosial = The Relationship between clickbait and perceived credibility of online news outlets on social media.

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Abstrak

Kehadiran Internet dan media digital telah mengubah cara berita disajikan dan menimbulkan fenomena clickbait. Clickbait sebagai daya tarik dalam tajuk berita yang digunakan media berita online seringkali ditemui di media sosial seperti Twitter. Penelitian ini menganalisis hubungan antara clickbait dan persepsi kredibilitas outlet berita online di media sosial. Penelitian kuantitatif ini menggunakan kuesioner online yang diambil menggunakan teknik convenience sampling pada dewasa muda berumur 18-35 tahun yang tinggal di area Jabodetabek dan secara aktif mengakses berita online di Twitter. Pengujian dilakukan dengan uji ANOVA dan analisis regresi linier sederhana yang menemukan hasil bahwa terdapat pengaruh yang signifikan antara clickbait dan persepsi kredibilitas outlet berita online. Ditemukan pula tiga hal utama yang menjadi pertimbangan dewasa muda di Indonesia untuk mengklik berita online di Twitter yaitu topik berita, tajuk utama, dan media atau sumber berita yang mempublikasikan.

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The presence of the Internet and digital media has changed the way news is presented and creates a clickbait phenomenon. Clickbait as the lure in online news headlines is often found on social media such as Twitter. This study analyses the relationship between clickbait and perceived credibility of online news outlet on social media. This quantitative study uses online questionnaires that was taken using convenience sampling techniques among young adults aged 18-35 years old who live in Jabodetabek area and actively access online news on Twitter. The tests were measured using ANOVA tests and simple linear regression analysis which found that there is a significant effect between clickbait and perceived credibility of online news outlet on social media. It is also found that there are three main considerations of young adults to click on the online news on Twitter which are the news topic, headlines, and the news source.