

Pengaruh pemberian edukasi literasi media terhadap persepsi kredibilitas berita daring pada Mahasiswa Universitas Indonesia = The influence of media literacy education on the perception of credibility of online news among Universitas Indonesia Undergraduate Students

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20504937&lokasi=lokal>

Abstrak

Penyebaran berita palsu sering terjadi di internet dan media sosial. Kemampuan literasi media, termasuk pengetahuan tentang kepemilikan media, penting untuk membantu kita mengevaluasi informasi. Kepemilikan media mempengaruhi konten berita yang diciptakan oleh media tersebut. Oleh karena itu, mengetahui kepemilikan media dapat membantu konsumen menelaah kembali berita yang dipublikasi oleh media. Penelitian ini bertujuan untuk melihat apakah edukasi tentang kepemilikan media dapat memengaruhi persepsi kredibilitas berita daring. Peneliti melakukan studi eksperimental dengan desain *between-subject post-test only*. Sebanyak 132 mahasiswa sarjana Universitas Indonesia berpartisipasi dalam penelitian ini. *Apparent Reality and Source Credibility Indices* digunakan untuk mengukur persepsi kredibilitas. Hasil analisis *independent samples t-test* menunjukkan bahwa edukasi literasi media tentang media ownership tidak berpengaruh pada persepsi kredibilitas artikel berita.

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The spread of fake news often occurred on the internet and social media. Media literacy skills, including media ownership knowledge, are crucial to help us evaluate the information that we receive. Media ownership could affect how news contents were created by the media. Knowing media ownership could help consumers analyze news content published by the media. This study aimed to see whether education about media ownership could affect the perception of credibility of online news. An experimental study using *between-subject post-test only* design on 132 undergraduate University of Indonesia students was conducted. *Apparent Reality and Source Credibility Indices* was used to measure perception of credibility. Independent *t-test* analysis showed that education on media ownership did not affect perception of credibility of online news.