

Audience effect dalam menyimpul tali sepatu : studi eksperimental pada mahasiswa = Audience effect in tying shoelaces : experimental study among university students

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Abstrak

Penelitian ini bertujuan untuk menyelidiki efek audiens dalam menyimpul tali sepatu di kalangan mahasiswa. Sebanyak 29 mahasiswa di University of Queensland berpartisipasi dalam eksperimen independent groups ini. Partisipan diminta untuk menyimpul tali sepatu dalam kurun waktu tertentu, dimana mereka ditempatkan pada salah satu dari dua kondisi eksperimental, yaitu dalam kondisi audiens dan tanpa audiens. Hasil penelitian menunjukkan bahwa peserta dalam kondisi audiens mempunyai kinerja lebih lama daripada peserta dalam kondisi tanpa audiens. Evaluation Apprehension skor bagi peserta di kedua kondisi juga tidak berbeda. Hasil ini bertentangan dengan Drive Theory (Zajonc, 1965) dan Evaluation Apprehension Theory (Cottrell, 1972) yang menyatakan bahwa kehadiran audiens akan meningkatkan performa partisipan dan membuat peserta berpikir bahwa kinerja mereka dievaluasi.

.....The present study aims to examine the audience effects on tying shoelaces among university students. A total of 29 university students participated in an independent group experiment where each participant was assigned to either audience or no audience condition. The participants were asked to tie the shoelaces of six identical shoes, in which the performance will be measured by the average time taken in seconds for completion. Results revealed that participants in the audience condition were performing slower than those in no audience condition. Evaluation apprehension also did not differ in both audience conditions. This suggested that findings of this study were not consistent with Drive Theory (Zajonc, 1965) and Evaluation Apprehension Theory (Cottrell, 1972) which suggested that the presence of audiences would improve one's performance and make participants feel evaluated, respectively.