

## RINGKASAN

**ANALISIS HUBUNGAN JENIS MEDIA MASSA DENGAN  
KECERDASAN EMOSIONAL  
(Pada Mahasiswa Fakultas Ushuluddin Jurusan Aqidah Filsafat IAIN  
Sunan Ampel Surabaya)**

Ketika komprehensi ilmiah tentang kecerdasan emosional dirilis Daniel Goleman pada tahun 1995, muncul paradigma baru di dalam lingkungan pendidikan tentang kecerdasan. Di satu sisi, emosi yang sebelumnya dipandang sebagai masalah individual dan tidak ada kaitan dengan nalar, berhasil dibuktikan peran pentingnya dalam proses hubungan perilaku dan otak. Kecerdasan emosional mencakup pengendalian diri, semangat, ketekunan, kemampuan memotivasi diri, bertahan menghadapi frustrasi, kesanggupan mengendalikan dorongan hati, kemampuan menyelesaikan konflik, serta kemampuan memimpin. Media massa, di sisi lain, merupakan 'lokasi' yang berperan menampilkan peristiwa-peristiwa kehidupan, sebagai wahana masyarakat. Osgood, et.al. (1957) yang dikutip Fulton (1970) menjelaskan bahwa citra yang dibangun media massa dapat dideskripsikan menjadi tiga ukuran yang independen, yaitu: evaluasi, potensi, dan aktivitas. Jenis media massa telah menjadi sumber dominan bagi individu maupun masyarakat untuk memperoleh gambaran dan citra diri. Media massa memiliki peran transformatif dan menjadi piranti pendidikan yang efektif.

Tujuan penelitian ini adalah untuk menganalisis hubungan antara jenis media massa dengan kecerdasan emosional mahasiswa Jurusan Aqidah Filsafat Fakultas Ushuluddin IAIN Sunan Ampel Surabaya.

Jenis penelitian ini adalah penelitian eksplanatif dengan pengambilan data secara cross sectional. Besar sample yang digunakan adalah 90 orang mahasiswa. Variable bebas penelitian adalah jenis media massa yang dibedakan atas majalah dan koran, televisi dan radio, majalah, koran, televisi dan radio. Sedangkan variable tergantung adalah kecerdasan emosi. Uji statistik yang digunakan adalah Chi Square pada alpha 0,05.

Hasil tabulasi silang menunjukkan bahwa untuk responden yang mempunyai kecerdasan emosi rendah sebagian besar media yang digunakan adalah televisi dan radio, sedangkan responden dengan kecerdasan emosi sedang sebagian besar membaca majalah, koran, televisi dan radio. Kelompok responden yang mempunyai kecerdasan emosi tinggi sebagian besar membaca majalah, koran, menyaksikan televisi serta mendengarkan radio. Hasil uji *Chi square* menunjukkan ada hubungan atau perbedaan proporsi antara tingkat kecerdasan emosi dengan masing-masing jenis media yang dikonsumsi mahasiswa jurusan Aqidah Filsafat Fakultas Ushuluddin IAIN Sunan Ampel Surabaya.

## SUMMARY

**THE ANALYSIS OF RELATIONSHIP BETWEEN MASS MEDIA AND  
EMOTIONAL INTELLIGENCE**  
(On Student of Aqidah Filsafat at Ushuluddin Faculty in IAIN Sunan Ampel  
Surabaya)

The Daniel Goleman was the first psychologist which release an emotional intelligence as new educational paradigm in 1995. On one hand, The emotional ability viewed as individual problem and no reliance with the reason, took an important role in a process of linkage between behavioural and brain working. The emotional intelligence is consist of a self control, an encouragement, a diligence, gaining self motivation, pushing on depression, controlling passion, resolving conflicts, and a good leadership. On the other hand, mass media is 'located' to show a life newscast, simulated as a social play group. Osgood, et.al. (1957) adapted by Fulton (1970) explained that the image of mass media could be described into three categories, i.e.: evaluation, potentiality, and activity. The mass media has become a main source for individual visualization or self image. Mass media has a transformatif participation and an effectively educational tools.

The aim of this research was to analyze relationship between media and emotional intelligence on student of Aqidah Filsafat at Ushuluddin Faculty in IAIN Sunan Ampel Surabaya.

This research used an explanative approach taking cross-sectionally data. It took 90 students as sampling. The mass media as an independent variable that was differed from magazine, news paper, TV, and radio. The emotional intelligence was take as dependent variable. This research used Chi Square at Alpha 0,05 as a statistic test.

The result of cross tabulation showed that respondents who had low emotional intelligence, they used TV and radio. However, respondents having medium emotional intelligence, they read magazine and news paper. Respondents having a high emotional intelligence, they didn't only read magazine and newspaper, but also watching TV and listening radio. The result of Chi Square test showed that there was relationship or difference between the level of emotional intelligence which was related with mass media read by student of Aqidah Filsafat of Ushuludin Faculty of IAIN Sunan Ampel Surabaya.

## ABSTRACT

### **THE ANALYSIS OF RELATIONSHIP BETWEEN MASS MEDIA AND EMOTIONAL INTELLIGENCE (On Student of Aqidah Filsafat at Ushuluddin Faculty in IAIN Sunan Ampel Surabaya)**

Emotional intelligence is an important factor to improve a personal quality. It could be equal with intellectual intelligence which was able to support a human resource development. The achievement of it involved information through all kinds of media. The media has important role to influences a personal quality of emotional intelligence.

The aim of this research was to analyze relationship between media with emotional intelligence of student of Aqidah Filsafat on Ushuluddin Faculty at IAIN Sunan Ampel Surabaya.

This research used an explanative approach taking cross-sectionally data. It used 90 students a sampling. The mass media was to be an independent variable that was differed from magazine and news paper, TV and radio. The dependent variable was emotional intelligence. It used Chi Square at alpha 0,05 as statistic test

The result of cross tabulation showed that respondents who had a low emotional intelligence, they used TV and radio. However, respondents having medium emotional intelligence, they read magazine, news paper. For respondents having high emotional intelligence, they didn't only read magazine, news paper but also watching TV and listening radio. The result of Chi Square test showed that there was relationship or difference between the level of emotional intelligence which was related with mass media read by student of Aqidah Filsafat of Ushuluddin Faculty of IAIN Sunan Ampel Surabaya.

Key Words: mass media, emotional intelligence, chi square