

ABSTRAK

Abimanyu Hadisuryo, 111411131048, Intensi Melakukan *Cyberactivism* pada Mahasiswa Aktivist Ditinjau dari *Attitude Toward Behavior*, *Subjective Norms* dan *Perceived Behavioral Control*, Skripsi, Fakultas Psikologi Universitas Airlangga, 2019 xvii + 89 halaman + 63 lampiran

Penelitian ini bertujuan untuk mengetahui bagaimana prediktor dalam *Theory of Planned Behavior* (TPB) mampu digunakan guna memprediksi intensi melakukan *cyberactivism* yang dilakukan oleh mahasiswa aktivis. *Cyberactivism* merupakan tindakan dengan menggunakan media internet untuk mengangkat permasalahan politik yang sulit dilakukan jika dilakukan secara *offline*.

Penelitian ini dilakukan pada mahasiswa aktivis dan didapatkan sebanyak 109 subjek. Dalam penelitian ini menggunakan metode survei *online*, pengumpulan datanya menggunakan alat ukur TPB dan intensi melakukan *cyberactivism* yang dibuat sendiri oleh penulis dengan reliabilitas *cronbach's alpha* tiap dimensinya, yaitu *attitude toward behavior* (0,796), *subjective norms* (0,753), *perceived behavioral control* (0,809), dan intensi melakukan *cyberactivism* (0,845). Teknik analisis dalam penelitian ini menggunakan regresi berganda.

Hasil dari penelitian ini menunjukkan bahwa prediktor *subjective norms* ($p=0,019$) dan *perceived behavioral control* ($p=0,017$) mampu memprediksi intensi melakukan *cyberactivism* dengan keduanya sama-sama memiliki pengaruh positif. Sedangkan prediktor *attitude toward behavior* ($p=0,075$) tidak mampu memprediksi intensi melakukan *cyberactivism*. Dari uji regresi linear berganda diperoleh nilai $R^2=0,155$ ($p<0,05$), yang berarti TPB mampu memprediksi intensi melakukan *cyberactivism* sebesar 15,5%.

Kata kunci: *Theory of Planned Behavior*, Intensi Melakukan *Cyberactivism*, Mahasiswa Aktivist

Daftar Pustaka, 89 (1973-2019)

ABSTRACT

Abimanyu Hadisuryo, 111411131048, Intention to do Cyberactivism on Activist Students Based on Attitude Toward Behavior, Subjective Norms and Perceived Behavioral Control, Thesis, Faculty of Psychology, Universitas Airlangga, 2019 xvii + 89 pages + 63 appendix

This study conducted to find out how predictors in the theory of planned behavior (TPB) can be used to predict the intentions of cyberactivism on student activist. Cyberactivism is an act of using internet media to raise political issues that are difficult to do if done offline.

This research was conducted on 109 activist students as subjects. Online survey methods, data collection using TPB measurement tools and the intention to do cyberactivism made based on Cronbach's alpha reliability of each dimension, namely attitude toward behavior (0.796), subjective norms (0.753), perceived behavioral control (0.809) , and the intention to do cyberactivism (0.845). The statistical analysis technique in this study was multiple regression.

The results of this study indicate that the predictors of subjective norms ($p = 0.019$) and perceived behavioral control ($p = 0.017$) are able to predict the intentions of conducting cyberactivism with positive influence on both equally. While the predictor of attitude toward behavior ($p = 0.075$) was not able to predict the intention to do cyberactivism. From the multiple linear regression test the R^2 value = 0.155 ($p < 0.05$), which means that TPB was able to predict the intention of doing cyberactivism 15.5%.

Keywords: Theory of Planned Behavior, Intention to do Cyberactivism, Activist Student.

References, 89 (1973-2019)