DAFTAR ISI

LEMBAR PERSETUJUAN ......................................................................................... i
LEMBAR PERNYATAAN ORISINALITAS ......................................................... ii
LEMBAR PENGESAHAN .................................................................................. iii
MOTTO ........................................................................................................ iv
KATA PENGANTAR ....................................................................................... v
ABSTRAK ....................................................................................................... viii
ABSTRACT ...................................................................................................... ix
DAFTAR ISI .................................................................................................... x
DAFTAR TABEL .............................................................................................. xvi
DAFTAR GAMBAR .......................................................................................... xvii

BAB I PENDAHULUAN ................................................................................. 1
1.1 Latar Belakang Masalah .............................................................................. 1
1.2 Identifikasi Masalah ................................................................................... 5
1.3 Rumusan Masalah ..................................................................................... 8
1.4 Tujuan Penelitian .................................................................................... 9
1.5 Manfaat Penelitian .................................................................................. 10

BAB II LANDASAN TEORITIS ................................................................. 11
2.1 Media Sosial ............................................................................................ 11
2.1.1 Definisi Media Sosial ......................................................................... 11
2.1.2 Twitter ................................................................................................ 12
2.1.3 Penggunaan Media Sosial Pada Aktivitas Politik .................................. 13
2.1.4 Hubungan Media Sosial dengan Partisipasi Politik ............................... 15
2.1.5 Aspek penggunaan media sosial .........................................................17
2.2 Political Efficacy .................................................................................17
2.2.1 Definisi Political Efficacy .................................................................17
2.2.2 Dimensi Political Efficacy .................................................................19
2.2.3 Faktor yang Mempengaruhi Political Efficacy .................................20
2.2.4 Hubungan political efficacy dengan partisipasi politik.........................21
2.3 Political trust ......................................................................................22
2.3.1 Definisi political trust.......................................................................22
2.3.2 Aspek political trust .......................................................................23
2.3.3 Hubungan political trust dengan partisipasi politik .............................24
2.4 Partisipasi Politik ................................................................................24
2.4.1 Definisi partisipasi politik .................................................................24
2.4.2 Intensitas partisipasi politik ..............................................................26
2.4.3 Bentuk partisipasi politik ................................................................28
2.4.4 Faktor yang mempengaruhi partisipasi politik ...................................29
2.4.5 Dimensi partisipasi politik ...............................................................30
2.5 Masyarakat pengguna media sosial .....................................................32
2.6 Kerangka pemikiran ..........................................................................33
2.7 Hipotesis penelitian ..........................................................................34

BAB III METODE PENELITIAN .................................................................35

3.1 Tipe penulisan ....................................................................................35
3.2 Identifikasi variabel penelitian .........................................................35
3.3 Definisi operasional variabel penelitian .............................................36
3.4 Populasi dan subjek penelitian ................................................. 38
3.5 Teknik pengumpulan data .......................................................... 40
3.6 Validitas dan reliabilitas instrumen penelitian ........................ 44
3.7 Teknik analisis data ................................................................. 44

BAB IV HASIL DAN PEMBAHASAN ............................................. 46
4.1 Setting Penelitian ........................................................................ 46
4.1.1 Gambaran lokasi penelitian .................................................. 46
4.1.2 Gambaran subjek penelitian ................................................... 46
4.1.3 Tahap pelaksanaan penelitian ................................................ 48
4.1.3.1 Persiapan penelitian ......................................................... 48
4.1.3.2 Persiapan instrumen penelitian ........................................ 48
4.1.3.3 Reliabilitas dan validitas .................................................. 51
4.1.3.4 Tahap penelitian ............................................................... 53
4.1.3.5 Tahap analisa data ........................................................... 53
4.1.3.6 Kekurangan penelitian ..................................................... 54
4.2 Hasil penelitian ............................................................................ 54
4.2.1 Hasil statistik deskriptif ......................................................... 54
4.2.1.1 Deskriptif variabel penggunaan media sosial .................... 54
4.2.1.2 Deskriptif variabel political trust ....................................... 55
4.2.1.3 Deskriptif variabel political efficacy ................................. 56
4.2.1.4 Deskriptif variabel partisipasi politik ................................. 57
4.3 Hasil uji asumsi ........................................................................... 58
4.3.1 Hasil uji normalitas ............................................................... 59
4.3.2 Hasil uji autokorelasi .................................................................59
4.3.3 Hasil uji multikolinieritas.............................................................60
4.3.4 Hasil uji heteroskedastisitas..........................................................61
4.4 Hasil uji hipotesis.............................................................................62
4.4.1 Hasil uji mediator...........................................................................64
4.4.1.1 Pengaruh penggunaan twitter terhadap trust..............................64
4.4.1.2 Pengaruh penggunaan twitter terhadap political efficacy..........64
4.4.1.3 Pengaruh penggunaan twitter, trust, dan political efficacy terhadap
partisipasi politik..................................................................................65
4.4.1.4 Pengaruh penggunaan twitter terhadap partisipasi politik............67
4.4.1.5 Direct effect penggunaan twitter pada partisipasi politik............68
4.4.1.6 Indirect effect pada penggunaan twitter terhadap partisipasi politik......68
4.5 Pembahasan.......................................................................................71
4.5.1 Pengaruh penggunaan media sosial terhadap trust......................72
4.5.2 Pengaruh penggunaan twitter terhadap political efficacy..............74
4.5.3 Pengaruh trust terhadap partisipasi politik....................................76
4.5.4 Pengaruh political efficacy terhadap partisipasi politik..................77
4.5.5 Pengaruh penggunaan twitter terhadap partisipasi politik.............78
4.5.6 Pengaruh penggunaan twitter terhadap partisipasi politik melalui trust
sebagai variabel mediator.....................................................................80
4.5.7 Pengaruh penggunaan twitter terhadap partisipasi politik melalui political
efficacy sebagai variabel mediator.........................................................83

BAB V KESIMPULAN DAN SARAN ..........................................................86
5.1 Kesimpulan ..............................................................................................................86
5.2 Saran.........................................................................................................................86
5.2.1 Saran bagi peneliti selanjutnya.............................................................................86
5.2.2 Saran bagi pengguna twitter..................................................................................87
DAFTAR PUSTAKA .........................................................................................................88
LAMPIRAN .......................................................................................................................95
DAFTAR TABEL

Tabel 3.1 Pemberian skor pada skala likert ......................................................... 40
Tabel 3.2 Blueprint skala penggunaan media sosial ........................................ 40
Tabel 3.3 Blueprint skala political efficacy ......................................................... 41
Tabel 3.4 Blueprint skala political trust ................................................................. 41
Tabel 3.5 Blueprint skala partisipasi politik .......................................................... 42
Tabel 4.1 Gambaran jenis kelamin ........................................................................ 46
Tabel 4.2 Gambaran rentang usia ....................................................................... 47
Tabel 4.3 Gambaran jenis pekerjaan ..................................................................... 47
Tabel 4.4 Hasil rater skala penggunaan media sosial ........................................ 50
Tabel 4.5 Hasil rater skala trust ........................................................................... 50
Tabel 4.6 Hasil rater skala political efficacy ...................................................... 51
Tabel 4.7 Hasil rater skala partisipasi politik ..................................................... 51
Tabel 4.8 Data deskripsi variabel penggunaan twitter .................................... 54
Tabel 4.9 Kategorisasi variabel penggunaan twitter ....................................... 55
Tabel 4.10 Data deskriptif variabel trust .............................................................. 55
Tabel 4.11 Kategorisasi variabel trust ................................................................. 56
Tabel 4.12 Data deskriptif variabel political efficacy ....................................... 56
Tabel 4.13 Kategorisasi variabel political efficacy .......................................... 57
Tabel 4.14 Data deskriptif partisipasi politik ...................................................... 57
Tabel 4.15 Kategorisasi variabel partisipasi politik ........................................58
Tabel 4.16 Hasil uji normalitas ...........................................................................59
Tabel 4.17 Hasil uji Autokorelasi ......................................................................60
Tabel 4.18 Hasil uji multikolinieritas .................................................................61
Tabel 4.19 Pengaruh penggunaan twitter terhadap trust ....................................64
Tabel 4.20 Pengaruh penggunaan twitter terhadap political efficacy ...............65
Tabel 4.21 Pengaruh penggunaan twitter, trust, dan political efficacy terhadap partisipasi Politik ...........................................................................................................66
Tabel 4.22 Pengaruh penggunaan twitter terhadap partisipasi politik ..............67
Tabel 4.23 Pengaruh langsung penggunaan twitter pada partisipasi politik........68
Tabel 4.24 Pengaruh tidak langsung penggunaan twitter pada partisipasi politik.68
Tabel 4.25 Analisis Hipotesis ..............................................................................69
Tabel 4.26 Hasil uji hipotesis ............................................................................70
DAFTAR GAMBAR

Gambar 2.1 Kerangka pemikiran .................................................................33
Gambar 3.1 Hubungan antar variabel .............................................................36
Gambar 4.1 Scatterplot heteroskedastisitas ...............................................62
Gambar 4.2 Hubungan antar variabel .............................................................63
Gambar 4.3 Nilai Koefisien ......................................................................70