

ABSTRAK

PERBEDAAN AKSES MEDIA SOSIAL BERDASARKAN MINAT BACA, INTENSITAS MENONTON TELEVISI, DAN PERILAKU KONSUMSI ANAK MUDA DI PAROKI PRINGWULUNG

Martinus Fuji Haryoko
Universitas Sanata Dharma
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Tujuan penelitian ini adalah untuk menganalisis perbedaan akses media sosial anak muda di Paroki Pringwulung Yogyakarta berdasarkan minat baca, intensitas menonton televisi, dan perilaku konsumsi.

Penelitian ini merupakan penelitian deskriptif eksplanatif yang dilaksanakan pada bulan Maret 2015. Populasi dalam penelitian ini adalah seluruh anak muda Paroki Pringwulung yang berjumlah 80 orang. Pengambilan sampel dilakukan secara *random sampling* dengan jumlah 44 orang. Data dikumpulkan dengan kuesioner. Uji instrumen berupa uji validitas dan reliabilitas yang diterapkan pada variabel akses media sosial, minat baca, intensitas menonton televisi, perilaku konsumsi. Teknik analisis data menggunakan *Annova*.

Hasil penelitian menunjukkan bahwa: (1) terdapat perbedaan akses media sosial ditinjau dari minat baca anak muda ($F = 4,214, \rho = 0,011 < \alpha = 0,05$); (2) tidak terdapat perbedaan akses media sosial ditinjau dari intensitas menonton televisi. ($F = 1,322, \rho = 0,281 < \alpha = 0,05$); dan (3) terdapat perbedaan akses media sosial ditinjau dari perilaku konsumsi ($F = 5,632, \rho = 0,003 < \alpha = 0,05$).

Kata Kunci: akses media sosial, minat baca, intensitas menonton televisi, perilaku konsumsi

ABSTRACT

**THE DIFFERENCES BETWEEN SOCIAL MEDIA ACCESSMENT
BASED ON THE INTEREST OF READING, THE INTENSITY OF WATCHING
TELEVISION, AND THE ATTITUDE CONSUMPTION OF THE YOUTH AT
PRINGWULUNG PARISH**

Martinus Fuji Haryoko
Sanata Dharma University
2015

The goal of this study is to analyze the differences of social media accessment based on the interest of reading, the intensity of watching television, and the attitude of youth's consumptionism at Pringwulung Parish.

This research is a descriptive explanatory which was carried out at Pringwulung Parish in March 2015. The population of this study were 80 adults at Pringwulung Parish. The technique of taking samples was random sampling. The samples were 44 adults. The data were collected by using questionnaires. The Validation and reliability were used to test the social media accessment, the interest of reading, the intensity of watching television, and the consumption attitude of the youth. The technique of analyzing the data was *Annova*.

The result of this research indicates that: (1) there is a difference social media accessment based on the interest of reading of youth at Pringwulung Parish ($F = 4,214, \rho = 0,011 < \alpha = 0,05$); (2) there is no difference in the social media accessment based on the interest of watching television of the youth at Pringwulung Parish. ($F = 1,322, \rho = 0,281 < \alpha = 0,05$); (3) there is a difference in social media accessment based on the adults consumptionism at Pringwulung Parish ($F = 5,632, \rho = 0,003 < \alpha = 0,05$).

Keywords: the social media accessment, the interest of reading, the intensity of watching television, and consumptionism