

ABSTRAK

**HUBUNGAN AKSES MEDIA SOSIAL DENGAN MINAT BACA, INTENSITAS
MENONTON TELEVISI, DAN PERILAKU KONSUMSI ANAK MUDA DI PAROKI
BORO**

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Tujuan penelitian ini adalah untuk menganalisis hubungan akses media sosial dengan minat baca, intensitas menonton televisi, dan perilaku konsumsi anak muda di Paroki Boro KulonProgo.

Penelitian ini merupakan penelitian deskriptif eksplanatif yang dilaksanakan pada bulan Maret 2015. Populasi dalam penelitian ini adalah seluruh anak muda Paroki Boro yang berjumlah 89 orang. Pengambilan sampel dilakukan secara *random sampling* dengan jumlah 47 orang muda. Data dikumpulkan dengan alat bantu kuesioner. Uji instrument berupa uji validitas dan reliabilitas yang digunakan pada variable akses media sosial, minat baca, intensitas menonton televisi, perilaku konsumsi. Teknik analisis data menggunakan *Spearman Rank*.

Hasil penelitian ini menunjukkan bahwa: (1) terdapat hubungan yang signifikan positif antara akses media sosial dan minat baca anak muda di Paroki Boro ($\rho = 0,032 < \alpha = 0,05$); (2) terdapat hubungan yang signifikan positif akses media sosial dan intensitas menonton televisi muda di Paroki Boro ($\rho = 0,003 < \alpha = 0,05$); dan (3) terdapat hubungan yang signifikan positif akses media sosial dan perilaku konsumsi anak muda di Paroki Boro ($\rho = 0,000 < \alpha = 0,05$).

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

ABSTRACT

**THE RELATIONSHIP BETWEEN SOCIAL MEDIA ACCESSMENT AND
THE INTEREST OF READING, THE INTENSITY OF WATCHING TELEVISION, AND THE
ATTITUDE OF YOUTH'S CONSUMPTION
AT BORO PARISH**

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The goal of this study is to identify the relationship between social media accessment, the interest of reading, the intensity of watching television, and the attitude of youth's consumption at Boro Parish.

This study is a descriptive explanatory. This study was carried out at Boro Parish, Kulon Progo in March 2015. The population of this study were 89 adults at Boro Parish. The samples were 47 young adults. The technique of taking samples was random sampling. The data were collected by using questionnaires. To test the instrument, validation and reliability were applied. They were applied to test social media accessment, the interest of reading, the intensity of watching television, and the attitude of consumption. The technique of analyzing the data was *Spearman Rank*.

The result of this research indicates that: (1) there is a positive and significant relationship between the interest of reading and the social media accessment of the adults at Boro Parish ($\rho = 0,032 < \alpha = 0,05$); (2) there is a positive and significant relationship between the intensity of watching television and the social media accessment of the adults at Boro Parish ($\rho = 0,003 < \alpha = 0,05$); (3) there is a positive and significant relationship between the adults consumption and the social media accessment at Boro Parish ($\rho = 0,000 < \alpha = 0,05$).

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