

PENGARUH MEMBACA CERITA PENDEK TERHADAP
PENINGKATAN PERILAKU PROSOSIAL

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ABSTRAK

Perilaku prososial dalam penelitian ini merujuk pada perilaku menolong. Perilaku menolong adalah tindakan yang bermanfaat bagi orang lain. Peneliti mengajukan hipotesis bahwa membaca cerita pendek dapat meningkatkan perilaku menolong. Partisipan penelitian adalah 40 mahasiswa non-Psikologi. Alat ukur perilaku menolong berupa kegiatan berdonasi untuk Panti Asuhan Yatim Piatu. Peneliti menggunakan desain eksperimen *randomized two-groups, posttest only*. Analisis data menggunakan uji Mann-Whitney U *independent sample t-test*. Hasil penelitian menunjukkan bahwa kelompok eksperimen dan kontrol tidak memiliki perbedaan perilaku menolong yang signifikan ($p > 0.05$), sehingga membaca cerita pendek tidak terbukti meningkatkan perilaku menolong.

Kata kunci : Perilaku prososial, perilaku menolong, dan cerita pendek.

THE INFLUENCE OF READING SHORT STORY TOWARDS THE ENHANCEMENT OF PROSOCIAL BEHAVIOR

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ABSTRACT

Prosocial behavior in this research referred to helping behavior. Helping behavior is an action that has consequence of providing benefit to others. This research proposed a hypotheses that reading short story could enhance in helping behavior. The participants of this research were 40 non-Psychology students. The research used donation activity for orphanage as a helping behavior's measurement. In addition, researcher used randomized two-groups, posttest only as design experimental. The data analysis used Mann-Whitney U independent sample t-test. The result of this research showed that experiment and control groups did not have significant difference of helping behavior ($p > 0.05$), therefore reading short story did not give influence in enhancing helpful behavior.

Keywords: Prosocial behavior, helping behavior, reading, short story