

ABSTRAK

Cicilia Agnes Oktavia Pastora (2008). Hubungan Frekuensi Menonton Sinetron Dengan Sikap Konsumtif Pada Remaja Putri. Yogyakarta; Fakultas Psikologi; Jurusan Psikologi: Universitas Sanata Dharma.

Penelitian ini bertujuan untuk mengetahui bagaimana hubungan antara frekuensi menonton sinetron dengan sikap konsumtif pada remaja putri. Latar belakang penelitian ini adalah bahwa sinetron saat ini disiarkan sepanjang hari oleh hampir semua stasiun televisi, padahal sinetron banyak mendapat kritik. Kritik tersebut diantaranya adalah sinetron selalu menampilkan kemewahan duniawi, mengandung unsur kapitalis, dan mengajarkan gaya hidup konsumtif. Hipotesis yang diajukan yaitu ada hubungan yang positif antara frekuensi menonton sinetron dengan sikap konsumtif pada remaja putri.

Definisi sikap konsumtif yang digunakan adalah keadaan internal yang dapat mempengaruhi pilihan seseorang untuk bersikap boros dan berlebihan, yang lebih mendahulukan keinginan daripada kebutuhan, serta tidak ada skala prioritas, juga dapat diartikan sebagai gaya hidup yang bermewah-mewah. Frekuensi menonton sinetron sendiri dapat dimaknai sebagai tingkatan seberapa sering seseorang itu menonton acara sinetron yang ditayangkan di televisi.

Subyek penelitian adalah 60 orang remaja putri berusia antara 15 sampai dengan 20 tahun. Pengumpulan data dilakukan dengan penyebaran angket frekuensi menonton sinetron dan skala sikap konsumtif. Koefisien reliabilitas skala sikap konsumtif adalah sebesar 0,962. Analisis data penelitian dilakukan menggunakan statistik nonparametrik karena data yang diperoleh tidak berdistribusi normal. Analisis dilakukan dengan bantuan *SPSS 15.0 for Windows* menggunakan koefisien korelasi Spearman.

Hasil analisis data penelitian diperoleh koefisien korelasi (r) sebesar 0,354 pada taraf signfikansi (p) 0,01. Nilai koefisien korelasi yang positif menunjukkan bahwa frekuensi menonton sinetron mempunyai hubungan yang positif dengan sikap konsumtif, sehingga semakin tinggi frekuensi menonton sinetronnya maka sikap konsumtif juga akan semakin tinggi.

Kata kunci: frekuensi menonton sinetron, sikap konsumtif, remaja putri.

ABSTRACT

Cicilia Agnes Oktavia Pastora (2008). The Correlation between Frequency of Watching *Sinetron* and Consumptive Attitude on Female Teenagers. Yogyakarta: Faculty of Psychology; Department of Psychology: Sanata Dharma University.

The aim of this research was to find out the correlation between frequency of watching *sinetron* and consumptive attitude on female teenagers. The background of this research was the fact that now *sinetron* is broadcasted by almost all of the TV station everyday, although it also receives many criticisms. Some of the critics say that *sinetron* only conveys the luxury of the world. It has capitalist aspects, and it teaches a consumptive lifestyle. The hypothesis presented in this thesis was that there was a positive correlation between frequency of watching *sinetron* and consumptive attitude on female teenagers.

The definition of consumptive attitude used in this thesis is the attitude to consume everything unwisely, to put the will before the need, and not to have a priority scale. It also can be defined as a luxurious lifestyle. The frequency of watching *sinetron* can be defined in terms of how often someone watches *sinetron* on television.

The subjects of this research were fifteen-year-old through twenty-year-old female teenagers. The numbers of the subjects were sixty teenagers. The data gathering method was by distributing watching *sinetron* frequency questioners and consumptive attitude scale. The consumptive attitude scale reliability coefficient was 0.960. The data analysis was done using statistics non-parametric method because the data gathered was not distributed normally. The analysis was conducted using SPSS 15.0 for Windows. Spearman correlation coefficient was used.

The result of the data research analysis was the correlation coefficient (r) was 0.354 at the level of significant (p) 0.01. Because of the correlation coefficient was positive, it meant that there was a positive correlation between the frequency of watching *sinetron* and consumptive attitude on female teenagers. The higher the frequency of watching *sinetron*, the higher consumptive attitude on female teenagers would be.

Keywords: frequency of watching *sinetron*, consumptive attitude, female teenagers.