

ABSTRAK

**KONTRIBUSI SINETRON, IKLAN, DAN LINGKUNGAN PERGAULAN
TERHADAP GAYA HIDUP MAHASISWI PENDIDIKAN EKONOMI
UNIVERSITAS SANATA DHARMA YOGYAKARTA**

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Penelitian ini bertujuan: (1) untuk mengetahui gaya hidup mahasiswa Program Studi Pendidikan Ekonomi Universitas Sanata Dharma; (2) untuk mengetahui apakah sinetron, iklan dan lingkungan pergaulan berkontribusi terhadap gaya hidup mahasiswa Program Studi Pendidikan Ekonomi Universitas Sanata Dharma Yogyakarta; (3) peneliti ingin mengetahui sejauh mana sikap kritis mahasiswa terhadap perkembangan media massa dan dalam berinteraksi dengan teman pergaulan.

Penelitian ini merupakan jenis penelitian eksplanatif yang dilaksanakan di Universitas Sanata Dharma Yogyakarta pada bulan September-Oktober 2012. Populasi dalam penelitian ini adalah mahasiswa pendidikan ekonomi angkatan 2008-2011 dengan jumlah populasi 110 responden. Dari 110 responden diambil 86 responden sebagai sampel. Sampel yang diambil menggunakan *teknik Random Sampling*. Data dikumpulkan menggunakan kuesioner, observasi, dan dokumentasi. Kemudian data tersebut dianalisis menggunakan teknik pengujian instrumen (validitas dan reliabilitas), teknik analisis data (analisis rata-rata hitung, uji hipotesis dan uji asumsi klasik) dan analisis Regresi Berganda.

Hasil penelitian ini menunjukkan bahwa: (1) Sinetron tidak berkontribusi terhadap gaya hidup ($t_{hitung} \geq t_{tabel}$ yaitu $1,923 \geq 1,6634$ dan $Sig = 0,58 \geq 0,05$). (2) Iklan tidak berkontribusi terhadap gaya hidup ($t_{hitung} \leq t_{tabel}$ yaitu $1,083 \leq 1,6634$ dan $Sig = 0,393 \geq 0,05$). (3) Lingkungan Pergaulan berkontribusi terhadap gaya hidup ($t_{hitung} \geq t_{tabel}$ yaitu $4,795 \geq 1,6634$ dan $Sig = 0,000 \leq 0,05$). (4) Hasil perhitungan menunjukkan bahwa nilai *adjusted R square* sebesar 28,8. Hal ini berarti sinetron, iklan, dan lingkungan pergaulan secara bersama-sama berkontribusi sebesar 28,8% terhadap gaya hidup.

ABSTRACT

THE CONTRIBUTION OF OPERA SOAP, ADVERTISMENT, AND SOCIAL ENVIRONMENT TO THE LIFE STYLE OF FEMALE STUDENTS ECONOMICS EDUCATION STUDY PROGRAM OF SANATA DHARMA UNIVERSITY

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This study aims to: (1) Identify the lifestyle of female students of Economics Education Study Program of Sanata Dharma University; (2) Determine whether soap operas, advertisement, and social environment contribute the students' lifestyle; (3) Know how well the students criticize the development of mass media and how well the students interact with their friends.

This study is an explanatory research. It was conducted at Sanata Dharma University in Yogyakarta from September to October 2012. The population of this study were 110 female students of Economics Education Study Program, 2008-2011 batch. The samples were 86 respondents. The samples were chosen by using a random sampling technique. The data were collected using questionnaires, observation, and documentation. The data were analyzed by using the validity and reliability techniques. Data were analyzed by arithmetic average analysis, hypothesis testing, classical assumption testing and multiple regression analysis.

The results indicate that (1) Soap operas do not contribute too much to the lifestyle of the students ($t_{count} \geq t_{tabel}$); it is 1.923 and $sig = 1.6634 \geq 0.58 \geq 0.05$. (2) Advertisement does not contribute to the lifestyle ($t_{count} \geq t_{tabel}$); it is $1.083 \leq 1.6634$ and $sig = 0.393 \geq 0.05$. (3) Social environment contributes the female students' lifestyle ($t_{count} \geq t_{tabel}$); it is $4.795 \geq 1.6634$ and $sig = 0.000 \leq 0.05$. (4) The calculation shows that the value of adjusted R square is 28.8%. This means that the soap operas, advertisement, and social environment contribute 28.8% to the lifestyle of the female students.