

EFEKTIVITAS PEMAPARAN *INVOLUNTARY ATTENTION* TERHADAP PERBEDAAN TINGKAT ATENSI MAHASISWA

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ABSTRAK

Penelitian eksperimen ini bertujuan untuk mengetahui efektivitas pemaparan *involuntary attention* terhadap tingkat atensi pada mahasiswa. Peneliti memiliki hipotesis bahwa pemaparan *involuntary attention* berupa video lanskap vegetasi dapat membantu peningkatan *direct attention* pada mahasiswa dibandingkan video lanskap urban. Subjek penelitian dalam penelitian ini adalah 63 mahasiswa kategori dewasa awal. Eksperimen kuasi dengan tipe eksperimen laboratorium ini menggunakan desain *within subject* dengan dua kelompok eksperimen dan satu kelompok kontrol. Kelompok eksperimen diberi pemaparan berupa video lanskap vegetasi dan video lanskap urban. Data dianalisis menggunakan uji beda Wilcoxon menunjukkan adanya perbedaan penurunan milisekon pada fungsi atensi *executive control* ($p = 0,006$) dengan demikian hipotesis diterima. Sedangkan pada kelompok video lanskap urban tidak terdapat berbedaan yang signifikan ($p = 0,675$).

Kata Kunci : involuntary attention, atensi, eksperimen

EFFECTIVENESS OF EXPOSURE INVOLUNTARY ATTENTION TO UNIVERSITY STUDENT'S ATTENTION LEVEL

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ABSTRACT

This experimental study aim to determine the effectiveness of exposure involuntary attention to university student's attention level. Researchers have hypothesized that the exposure of involuntary attention in the form of vegetation video landscape can help to increase direct attention to the students rather than urban landscape video. The subjects in this study were sixty-three early-adult-students. This quasi experiment with type of experiment laboratory used the design from within subject, with two experimental groups and one control group. The experimental group was given a presentation in the form of vegetation video landscape and urban video landscape. The data were analyzed using the differential test of Wilcoxon which indicate differences in declining milliseconds within the attention function of executive control ($p = 0,006$) so that the hypothesis is accepted. In the group of urban video landscape, there is no significant difference ($p = 0,675$).

Keywords : involuntary attention, attention, experiment