

ABSTRAK

PENGARUH PEMBERITAAN KASUS DUGAAN KORUPSI E-KTP SETYA NOVANTO DI MEDIA TERHADAP TINGKAT KEPERCAYAAN PUBLIK PADA DPR-RI

(Studi Pada Mahasiswa FISIP Universitas Lampung Angkatan 2016)

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Pemberitaan adalah proses pelaporan kepada publik mengenai suatu peristiwa melalui berita, editorial, artikel yang dimuat dalam media massa secara berkelanjutan. Media massa diyakini memiliki kemampuan dalam mempengaruhi pengetahuan, sikap dan perilaku masyarakat. Kepercayaan terjadi ketika publik menilai lembaga pemerintah dan para pemimpinnya dapat memenuhi janji, efisien, adil, dan jujur. Jika institusi pemerintah, pejabat publik, dan kebijakan yang dibuatnya dinilai baik oleh publik maka publik akan memiliki kepercayaan yang tinggi terhadap pemerintah. Publik percaya bahwa pemerintah tidak akan berbuat buruk, melainkan akan selalu melakukan tindakan baik meskipun tidak diawasi. Masing-masing variabel memiliki aspek penilaian yang diteliti. Pada variabel X aspek penilaian meliputi durasi, frekuensi, dan kredibilitas sumber. Sedangkan, variabel Y yang menjadi aspek penilaian meliputi integritas, kompetensi, loyalitas (kesetiaan), serta keterbukaan (transparansi).

Penelitian ini bertujuan mengetahui seberapa besar “pengaruh pemberitaan kasus dugaan korupsi e-KTP Setya Novanto di media terhadap tingkat kepercayaan publik pada DPR-RI”. Teori yang digunakan sebagai landasan dalam penelitian ini menggunakan dua model teori yaitu model teori *Stimulus Organisme Response* (SOR) dan model teori Jarum Suntik. Tipe penelitian kuantitatif, dengan metode survei. Teknik pengumpulan data yang digunakan adalah kuisioner sebagai data primer dan didukung dengan studi kepustakaan yakni buku dan sumber lainnya dari internet sebagai data sekunder. Teknik penarikan sampel menggunakan *Proportional Stratified Sampling* dengan penentuan besaran sampel yang diambil menggunakan tabel Stephen Isaac & William B. Michael. Populasi penelitian ini sebanyak 609 mahasiswa dengan sampel berjumlah 187 mahasiswa FISIP Universitas Lampung angkatan 2016.

Hasil penelitian menunjukkan adanya pengaruh pemberitaan kasus dugaan korupsi e-KTP Setya Novanto di media terhadap tingkat kepercayaan publik pada DPR-RI hanya sebesar 4,6%. Berdasarkan perhitungan hasil korelasi, pengaruh tersebut masuk dalam kategori sangat rendah. Hasil uji hipotesis uji F diketahui bahwa $F_{\text{Hitung}} 9,020 > F_{\text{Tabel}} 3,89$ jadi, keseluruhan variabel mempunyai pengaruh. Sehingga dapat disimpulkan bahwa H_0 ditolak dan H_a diterima yang artinya “ada pengaruh pemberitaan kasus dugaan korupsi e-KTP Setya Novanto di media terhadap tingkat kepercayaan publik pada DPR-RI (studi pada mahasiswa FISIP Universitas Lampung angkatan 2016)”.

Kata kunci : Pemberitaan, Media Massa, Kepercayaan Publik

ABSTRACT

THE EFFECT OF MEDIA COVERAGE ON ALLEGED ELECTRONIC IDENTITY CARD (E-KTP) CORRUPTION CASE COMMITTED BY SETYA NOVANTO TOWARDS THE LEVEL OF PUBLIC TRUST ON DPR-RI

*(A Study on Students of Faculty of Social and Political Science of Lampung
University Batch 2016)*

By

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Coverage is the process of reporting an event to public by means of media, such as: news, editorial, articles in a newsletter on an ongoing basis. The mass media is believed to have the ability to influence knowledge, attitudes and behavior of the public. Public trust occurs when the public assesses that the government institutions and their leaders can fulfill promises, being efficient, fair and honest. If the government institutions, public officials, and their policies are being considered good by the public, the public will put their high trust in the government. The public believes that the government will not harm the people, but will always perform appropriate actions even if they are not monitored. Each variable has an assessment aspect being studied. In the X variable, the assessment aspect includes the duration, frequency, and credibility of the source. Meanwhile, in the Y variable, the assessment aspect includes integrity, competence, loyalty, and transparency.

This research aims at finding out "the effect of media coverage on the alleged electronic identity card (e-KTP) corruption committed by Setya Novanto towards the level of public trust on DPR-RI". The main theories used as the framework of the research were Stimulus Organism Response (SOR) Model and the model theory of hypodermic needle. The data collection technique was carried out through questionnaire as the primary data sources supported with literature study like books and online resources as the secondary data. This research applied quantitative research with survey methods. The sampling technique was done using Proportional Stratified Sampling with determination of sample size taken using table of Stephen Isaac & William B. Michael. The population of the research was 609 University students with the sample consisted of 187 students of Faculty of Social and Political Science of Lampung University Batch 2016. The result of the research showed that the effect of media coverage on the alleged

electronic identity card (e-KTP) corruption committed by Setya Novanto towards the level of public trust on DPR-RI was only 4.6%. Based on the calculation of correlation results, this effect fell into very low categories. The results of hypothesis test of F-test showed that $F\text{-Calc } 9.020 > F\text{-Table } 3.89$ so that the whole variables have an influence. It can be concluded that H_0 was rejected while H_a was accepted, which means "there was an effect of media coverage on the alleged electronic identity card (e-KTP) corruption committed by Setya Novanto towards the level of public trust on DPR-RI." (A Study on Students of Faculty of Social and Political Science of Lampung University Batch 2016)

Keywords: Coverage, Mass Media, Public Trust