

ABSTRAK

Pengaruh Menonton Tayangan Program *Log In* di Kanal YouTube Deddy Corbuzier Terhadap Kesadaran Toleransi Antar Umat Beragama (Survei Pada Penonton Program *Log In* di Kanal YouTube Deddy Corbuzier)

Oleh

Maria Ulfa

Indonesia memiliki enam agama yang diakui secara resmi, yaitu Islam, Katolik, Protestan, Hindu, Budha, dan Konghucu. Keragaman ini kerap menimbulkan konflik toleransi antar umat beragama. Penelitian ini bertujuan untuk mengetahui besaran pengaruh menonton tayangan program *Log In* di kanal YouTube Deddy Corbuzier terhadap kesadaran toleransi antar umat beragama. Penelitian menggunakan pendekatan kuantitatif dengan melakukan survei pada penonton program *Log In* sebagai populasi penelitian. Jumlah sampel sebanyak 96 diambil menggunakan teknik *simple random sampling* dengan rumus Lemeshow. Hipotesis penelitian adalah terdapat pengaruh menonton tayangan program *Log In* terhadap kesadaran toleransi antar umat beragama. Hasil analisis data menunjukkan bahwa korelasi variabel X terhadap variabel Y berada pada kategori rendah dengan nilai sebesar 0,373. Persamaan regresi yang diperoleh adalah $Y = 53,466 + 0,293X$ dan nilai determinasi yang didapatkan sebesar 13,9%. Hasil uji hipotesis T sebesar $5,971 > 1,661$ menunjukkan bahwa $T_{hitung} > T_{tabel}$ sehingga hipotesis penelitian ini dapat diterima.

Kata Kunci : Youtube, Program *Log In*, Toleransi.

ABSTRACT

THE EFFECT OF WATCHING THE LOG IN PROGRAM ON DEDDY CORBUZIER'S YOUTUBE CHANNEL ON INTERFAITH TOLERANCE AWARENESS

(Survey on Viewers of the Log In Program on Deddy Corbuzier's YouTube Channel)

By

MARIA ULFA

Indonesia has six officially recognized religions, namely Islam, Catholicism, Protestantism, Hinduism, Buddhism and Confucianism. This diversity often causes conflicts of tolerance between religious communities. This study aims to determine the effect of watching the Log In program on Deddy Corbuzier's YouTube channel on awareness of tolerance between religious communities. The study used a quantitative approach by conducting a survey of the Log In program audience as the research population. The sample size of 96 was taken using simple random sampling technique with the Lemeshow formula. The research hypothesis is that there is an influence of watching the Log In program on awareness of tolerance between religious communities. The results of data analysis show that the correlation of variable X to variable Y is in the low category with a value of 0.373. The regression equation obtained is $Y = 53.466 + 0.293$ and the determination value obtained is 13.9%. The results of the T hypothesis test of $5.971 > 1.661$ show that $T_{count} > T_{table}$ so that the hypothesis of this study can be accepted.

Keywords: Youtube, Log In Program, Tolerance