

ABSTRAK

Pengaruh Intensitas Membaca Kanal Berita Detikhealth terhadap Perilaku Hidup Sehat di Kalangan Mahasiswa Fikom Usahid

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(xiv + 5 BAB + 75 Halaman + 31 Tabel + 8 Lampiran + 17 Bibl (2002-2016))

Maraknya media online saat ini yang digemari oleh masyarakat dibandingkan dengan media mainstream karena informasinya benar-benar *up to date* menimbulkan tingkat membaca di kalangan mahasiswa Fikom Usahid meningkat. Penelitian ini memfokuskan permasalahan pengaruh kanal berita detikhealth terhadap perilaku hidup sehat di kalangan mahasiswa Fikom Usahid. Kanal berita detikhealth merupakan kanal berita tentang kesehatan yang di sajikan secara informatif yang bertujuan untuk memberikan wawasan baru kepada pembaca yang ingin menerapkan perilaku hidup sehat. Tujuan dari penelitian ini untuk mengetahui pengaruh kanal berita detikhealth terhadap perilaku hidup sehat. Teori yang digunakan dalam penelitian ini adalah *Hypodermic Needle Theory* (Teori Jarum Suntik), yaitu bahwa komponen-komponen komunikasi (komunikator, pesan, media) mempunyai pengaruh yang luar biasa dalam mengubah sikap dan perilaku khalayak. Disebut peluru karena seakan-akan komunikasi ditembakkan kepada khalayak dan khalayak tidak bisa menghindar. Metode penelitian ini menggunakan metode survey eksplanatif yang menggunakan teknik *purposive sampling*, yaitu dengan memilih orang-orang tertentu berdasarkan penilaian tertentu. Dengan pengumpulan data menggunakan kuesioner. Metode analisis data yang digunakan adalah statistic inferensial *Pearson Product Moment Correlation*. Hasil penelitian dari indikator yang diteliti yaitu frekuensi dan durasi membaca menunjukkan pengaruh kanal berita detikhealth, dalam kategori “sedang”. Dan hasil penelitian mengenai perubahan perilaku hidup sehat di kalangan mahasiswa Fikom Usahid mendapatkan “Tinggi”. Maka dapat disimpulkan dari hasil penelitian mengenai korelasi antara kedua variabel ini yang didapat adalah 0,40 atau dapat diartikan “pengaruh sedang”. Artinya ada hubungan yang cukup kuat antara kanal berita detikhealth terhadap perilaku hidup sehat di kalangan mahasiswa Fikom Usahid.

Kata kunci: Kanal Berita Detikhealth, Teori Jarum Suntik, Hidup Sehat

Abstract

The Influence of The Intensity of Reading The Detikhealth News Channels on Healthy Living Behavior Among Students of Faculty of Communication Sahid University

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(5 BAB+75 Halaman+31Tabel +8Lampiran+17Bibl (2002-2016))

The rise of online media which is currently favored by the public compared to the mainstream media because the information is really up to date is causing reading levels among Usahid Fikom students to increase. This study focuses on the issue of the detikhealth news channel's influence on healthy living behavior among the Fikom Usahid students. The detikhealth news channel is a news channel about health that is presented informatively which aims to provide new insights to readers who wants to adopt healthy living behaviors. The purpose of this study is to determine the effect of the detikhealth news channel on healthy living behavior. The theory used in this research is Hypodermic Needle Theory, which is that the communication components (communicators, messages, media) have an extraordinary influence in changing the attitudes and behavior of the audience. Called a bullet because as if communication was fired at the audience and the audience could not avoid it. This research method applies an explanatory survey method that uses purposive sampling techniques, which is by selecting certain people based on certain assessments. And collecting data using a questionnaire. The data analysis method used is the Pearson Product Moment Correlation inferential statistics. The results of research from the indicators that has been studied is the frequency and duration of reading shows the influence of the detikhealth news channel, in the "medium" category. And the results of research on the healthy living behavior change among faculty of communication sahid university students gets "High". Then it can be concluded from the results of research on the correlation between these two variables obtained is 0.40 or can be interpreted as "moderate effect". This means that there is an intense connection between the detikhealth news channel on healthy living behavior among faculty of communication sahid university students.

Keywords: Detikhealth News Channel, Hypodermic Needle Theory, Healthy Living

