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Judul :

TERPAAN BERITA COVID-19 DI INSTAGRAM TERHADAP KESADARAN DIRI, SIKAP DAN PERILAKU MILENIAL

(xviii + 139 halaman: 11 gambar; 35 tabel; 1 lampiran)

Munculnya *Covid-19* di akhir tahun 2019 telah menarik perhatian dari berbagai media untuk memberitakan tentang penyebaran virus tersebut. Berbagai macam media baik itu televisi, radio, media cetak dan media online telah menjadikan berita tentang penyebaran *Covid-19* sebagai tajuk utama pemberitaan mereka, begitu juga akun-akun berita online yang ada di *Instagram*. *Instagram* sendiri diketahui sebagai media sosial dengan pengikut terbanyak ke -4 di Indonesia dan didominasi oleh kalangan milenial.

Peneliti ingin mengetahui pengaruh yang ditimbulkan dari terpaan berita penyebaran *Covid-19* di media sosial *Instagram* terhadap kesadaran diri, sikap, dan perilaku kalangan milenial. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi dalam penelitian ini adalah kalangan milenial yang ada di kota Tangerang. Pengumpulan data yang dilakukan dengan menyebarkan kuesioner kepada 101 responden. Selanjutnya data diolah dan dianalisis menggunakan program SPSS 26.0. Hasil dari penelitian menunjukkan bahwa ketika diuji secara bersamaan yaitu terpaan berita, kesadaran diri, sikap terhadap perilaku, yang berpengaruh secara signifikan hanya terpaan berita terhadap sikap dan perilaku.

Kata kunci: Terpaan Berita, *Covid-19*, Media Sosial, *Instagram*, Kesadaran diri, Sikap, Perilaku

Referensi: 49 (2003 - 2021)

ABSTRACT

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NEWS EXPOSURE OF THE SPREAD OF COVID-19 ON INSTAGRAM SOCIAL MEDIA ON MILENIALS' SELF-AWARENESS, ATTITUDES AND BEHAVIORS

(xviii + 139 pages:11 pictures; 35 tables; 1 attachment)

The emergence of Covid-19 at the end of 2019 has attracted the attention of various media to report the development of its spread. The media, such as television, radio, print media and online media, reported the Covid-19 pandemic as the news headline, as well as online news accounts on Instagram. Instagram is known as a social media platform with the 4th largest followers in Indonesia and is dominated by millennials.

This fact attempted the reserachers to do research about the effect of the news exposure of Covid-19 pandemic on Instagram on social media on self-awareness, attitudes, and behavior among millennials. This study used a quantitative approach with survey method. The population of this study were millennials who live in Tangerang. The data were collected by distributing questionnaires to 101 respondents. Furthermore, the data was processed and analyzed using the SPSS 26.0 program. The result showed, when the variables were tested separately, the effect was found, but when tested simultaneously, namely news exposure, self-awareness, attitude towards behavior, the only effect was news exposure to attitudes and behavior.

Keywords: *News Exposure, Covid-19, SocialMedia, Instagram, Self-awareness, Attitudes, Behavior*

Reference: 49 (2003 - 2021)