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[Pengaruh Terpaan Media Tentang Covid-19 Terhadap
Keemasan Masyarakat Pada Penbitan Bontangpost.id Di
Bontang Permai Kelurahan Api-Api]

PENGARUH TERPAAN MEDIA TENTANG COVID-19 TERHADAP KECEMASAN MASYARAKAT PADA PEMBERITAAN BONTANGPOST.ID DI BONTANG PERMAI KELURAHAN API-API

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Abstract:

This study aims to determine whether there is an influence of media exposure about covid-19 on public anxiety on bontangpost.id reporting in Bontang Permai, Api-Api village. Variable X in this study is bontangpost.id media exposure about covid-19, while variable Y in this study is public anxiety. The method and type of research used by the researcher is a quantitative explanatory research with a sampling technique that is purposive sampling. The theory used is the theory of media dependence (Dependency Theory) where the more a person depends on a media to meet their needs, the more important the media becomes for that person. Based on the data obtained by simple linear regression analysis, the results obtained are $Y = 7.407 + 0.468X$ and obtained a t count value of $9.078 > 1$ table 1.998, this number indicates that the number of t counts is more than the number of t tables so that it can be stated that there is an influence of media exposure on the news of covid-19 on bontangpost.id on the level of anxiety of the residents of Bontang Permai, Api-Api Village. With a significance value of 0.000 0.05, then H_0 is rejected, H_a is accepted. This shows that partially H_a , which states that the news of covid-19 (X) has a significant positive effect on the level of anxiety (Y) of the residents of Bontang Permai, Api-Api Village.

Keywords: Media Exposure, Anxiety, News, Media Dependence

A.PENDAHULUAN

Media massa sebagai sarana informasi masyarakat terkait peristiwa yang terjadi di seluruh dunia tidak jarang bisa memberikan pengaruh psikologis terhadap publik dalam kesahariannya. Salah satunya, seperti yang terjadi saat ini, di mana seluruh dunia sedang menghadapi masa sulit dikarenakan adanya sebuah pandemi yang menyerang yaitu Coronavirus 19. Virus Corona atau severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) adalah virus yang menyerang sistem pernapasan manusia. Virus ini