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HUBUNGAN PERILAKU BINGE WATCHING TERHADAP INTERAKSI PARASOSIAL PADA DEWASA AWAL
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Article Info	ABSTRACT
Article history: Received dd/mm/yyyy Revised dd/mm/yyyy Accepted dd/mm/yyyy	<i>Parasocial interaction is an interaction of friendship or closeness that is established with a character that appears in the media. One of the causes that can affect these interactions is binge watching behavior. This study aims to determine the relationship between binge watching behavior and parasocial interactions in early adulthood in the city of Samarinda. The method used is a correlational quantitative approach. The sample of this study was 100 early adults in Samarinda City who were determined using a purposive sampling technique. Data was collected using a scale of parasocial interaction and binge-watching behavior. The data analysis technique used is the Pearson product moment correlation test. The results of the data analysis test showed that there was a significant positive relationship with the value of r count $0.509 > r$ table 0.197, meaning that the higher the binge-watching behavior, the higher the parasocial interaction in early adulthood in Samarinda City.</i>
Keywords: Parasocial interaction; Binge-watching behavior; Early adulthood	

ABSTRAK	Kata kunci
Interaksi parasosial merupakan sebuah interaksi persahabatan atau kedekatan yang terjalin menggunakan tokoh yang muncul di media. Salah satu penyebab yang dapat memengaruhi interaksi tersebut adalah perilaku binge watching. Penelitian ini bertujuan untuk mengetahui hubungan perilaku binge watching terhadap interaksi parasosial pada dewasa awal di kota Samarinda. Metode yang digunakan adalah pendekatan kuantitatif korelasional. Sampel dari penelitian ini adalah 100 dewasa awal di Kota Samarinda yang ditentukan dengan menggunakan teknik purposive sampling. Data dikumpulkan dengan menggunakan skala interaksi parasosial dan perilaku binge watching. Teknik analisis data yang digunakan adalah uji korelasi Pearson product moment. Hasil uji analisa data menunjukkan terdapat hubungan yang positif signifikan dengan nilai r hitung $0.509 > r$ tabel 0.197 , artinya semakin tinggi perilaku binge watching maka semakin tinggi interaksi parasosial pada dewasa awal di Kota Samarinda.	Interaksi Parasosial; Perilaku Binge-Watching; Dewasa Awal

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