

**HUBUNGAN PENDEDAHAN MEDIA MASSA,
KOMUNIKASI INTERPERSONAL DAN SIKAP DENGAN
PERILAKU PENJIMATAN TENAGA ELEKTRIK
DI KOTA DEPOK INDONESIA**

WIRYANTA

UNIVERSITI UTARA MALAYSIA

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**Tesis ini diserahkan kepada Kolej Sastera dan Sains
bagi memenuhi syarat ijazah Doktor Falsafah
Universiti Utara Malaysia**

Oleh

WIRYANTA

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PENGAKUAN

“Saya akui karya ini adalah hasil saya sendiri kecuali nukilan dan ringkasan yang tiap-tiap satunya telah saya jelaskan sumbernya”

Tarikh: 20 May 2009

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ABSTRAK

Penyelidikan ini mencoba menjelaskan hubungan pendedahan media massa, komunikasi interpersonal dan juga sikap dengan perilaku penjimatan tenaga elektrik isi rumah. Penyelidikan ini pada dasarnya mempunyai tiga objektif: (1). menguji hubungan di antara pendedahan media massa, komunikasi interpersonal dengan perilaku penjimatan tenaga elektrik isi rumah; (2). menguji hubungan di antara pendedahan media massa dan komunikasi interpersonal; (3). Menguji sikap selaku moderator di antara pendedahan media massa dan komunikasi interpersonal dengan perilaku penjimatan tenaga elektrik isi rumah.

Penyelidikan ini mencerminkan pelbagai perspektif teori dan metodologi triangulasi yang merangkumi kedua-dua pendekatan kuantitatif dan kualitatif. Metodologi triangulasi ini ditapis daripada dua rancangan, iaitu survei dan perbincangan kumpulan fokus. Data dianalisis daripada 884 orang pengguna elektrik di kalangan isi rumah di Kota Depok, Indonesia, sesiapa yang telah mengisi borang selidik dan 12 orang dibagi oleh tiga perbincangan kumpulan fokus. Program AMOS yang digunakan untuk melakukan Analisis Komponen Prinsipal (PCA) dan mentranskrip rakaman dari alat perakam pita dari hasil perbincangan kumpulan fokus yang kemudian menjalankan analisis dengan mengadopsi model Krueger dan Tesch, masing-masing melalui pendekatan kontinum dan dekontekstual dan rekontekstual. Diketahui adanya pola yang berbeza muncul untuk penyertaan dalam perbincangan kumpulan fokus, dengan komunikasi interpersonal mempunyai kesan paling kuat daripada pembolehubah perilaku.

Keputusan kajian ini mensahkan bahawa hubungan antara pendedahan media massa dan perilaku penjimatan tenaga elektrik isi rumah tidak signifikan. Ada hubungan positif antara komunikasi interpersonal dan perilaku penjimatan tenaga elektrik isi rumah. Selanjutnya, kajian ini mendapati ada hubungan yang positif antara pendedahan media massa dan komunikasi interpersonal dengan perilaku penjimatan tenaga elektrik isi rumah. Terdapat hubungan yang positif pula di antara sikap dengan perilaku penjimatan tenaga elektrik isi rumah. Kajian ini pula mendapati hubungan yang positif antara pendedahan media massa dengan komunikasi interpersonal.

Keputusan mensahkan bahawa hubungan antara pendedahan media massa dan sikap adalah tidak signifikan. Kajian ini mendapati hubungan antara komunikasi interpersonal dengan sikap adalah signifikan. Hasil kajian juga menunjukkan bahawa hubungan antara sikap dengan perilaku penjimatan tenaga elektrik isi rumah adalah signifikan. Dengan demikian, dapat disimpulkan bahawa sikap tidak berperanan selaku moderator di antara pendedahan media massa dan komunikasi interpersonal dengan perilaku penjimatan tenaga elektrik isi rumah.

ABSTRACT

The research examines the impact of media exposure coverage of an electricity save issue, effects of interpersonal communication and also household's attitudes on household behaviour to the electricity use economically. This research has three main objectives: (1). to examine the relationship between media exposure, interpersonal communication and household behaviour to save electricity; (2). to examine the relationship between media exposure and interpersonal communication and (3). the moderating effects of attitude on household behaviour to save electricity on two relationships: media exposure and household behaviour to save electricity, interpersonal communication and household behaviour to save electricity were examined.

This research reflecting diverse theoretical perspectives and triangulation methodological both quantitative and qualitative approach. Triangulation methodological was administered of two parts design: survey and focus group discussion. Data was analyzed from 884 the electricity users among household in the Depok Municipality, Indonesia who fill in the questionnaire and within 12 people divide by 3 focus group discussion. The AMOS Program was used to perform Principal Component Analysis and Krueger and Tesch model for the continuum and decontextual and recontextual indicated on focus group discussions. Different patterns emerged for participation in a focus group discussion, with interpersonal communication having the strongest impact of the behaviour variable.

The results confirmed that there was no relationship between the mass media exposure and household behaviour to save electricity. There is a positive relationship between the household's interpersonal communication and household behaviour to save electricity. Significant relationship between the mass media exposure and household's interpersonal communication toward household behaviour to save electricity. The result indicate interpersonal communication affect its ability to persuade the individual to support the change behavioral household align to save electricity. And also pointed that interpersonal communication and mass media effects do not stop at people's attitudes, but are extended to their behaviour to save electricity. There is a positive relationship between the media exposures and the household interpersonal communication toward household's align to save electricity.

The pointed out that there is no relationship between the mass media exposure and attitude of households to save electricity. Found that interpersonal communication between households have a direct positive relationship with the attitude of households to save electricity. The finding also showed that attitudes households to save electricity a significant relationship with household behavior to save electricity. Thus the attitude of households to save electricity does not guarantee a moderate effect between the mass media exposure and the interpersonal communication toward behavior of households to save electricity.

PENGHARGAAN

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BAB I

PENDAHULUAN

1.0 Pengenalan

Kepesatan perkembangan teknologi komunikasi mempunyai implikasi terhadap cara dan kelajuan dalam penyebaran maklumat dan menyebabkan banyak perubahan berlaku kepada pelbagai golongan masyarakat. Lantaran media mempunyai satu kedudukan yang amat dominan dalam masyarakat moden, maka media boleh dimanfaatkan sebagai satu agen atau instrumen perubahan sosial.

Media massa boleh menyebabkan masyarakat menjadi moden atau sebaliknya kewujudan media itu sendiri adalah akibat daripada masyarakat moden. Terdapat percanggahan pandangan berkaitan dengan pengaruh media, iaitu terdapat sarjana yang berpandangan bahawa pengalaman masyarakat mempunyai kesan terhadap media berbanding dengan pendedahan media mempunyai kesan terhadap kehidupan masyarakat (Fiske, 1992; Hoijer, 1992).

Rubin dan Rubin (1985) menyatakan bahawa media massa tidak dapat memenuhi seluruh keperluan masyarakat, sehingga memaksa masyarakat untuk mencari sumber daripada komunikasi interpersonal. Sehubungan itu, Eyck (1998) membezakan jenis-jenis komunikasi menurut pengertian modal sosial. Beliau mengatakan komunikasi interpersonal dapat secara langsung menggerakkan modal sosial yang khusus, sementara komunikasi massa menggerakkan beberapa modal sosial pada kumpulan khalayak yang membaca akhbar, mendengar radio dan

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