

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh terpaan konten akun instagram @aksikamisanpwt terhadap partisipasi anggota LPM Solidaritas FISIP Unsoed dalam aksi demonstrasi di Purwokerto. Penelitian ini menggunakan pendekatan kuantitatif. Populasi penelitian berjumlah 64 orang anggota LPM Solidaritas FISIP Unsoed, sehingga seluruh populasi dijadikan responden dengan teknik sensus. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linear sederhana, uji koefisien determinasi, dan uji t. Hasil analisis menunjukkan bahwa terpaan konten akun Instagram @aksikamisanpwt berpengaruh positif dan signifikan terhadap partisipasi anggota LPM Solidaritas FISIP Unsoed dalam aksi demonstrasi di Purwokerto. Hal ini ditandai nilai t hitung sebesar 6,174 yang lebih besar dari t tabel sebesar 1,999 serta nilai signifikansi sebesar $0,000 < 0,05$. Persamaan regresi yang diperoleh yaitu $Y = 6,654 + 0,562X$, yang berarti setiap peningkatan satu satuan terpaan konten akan meningkatkan partisipasi sebesar 0,562. Variabel terpaan konten akun instagram @aksikamisanpwt mampu menjelaskan variansi pada variabel partisipasi anggota LPM Solidaritas FISIP Unsoed sebesar 38,1%, dan sisanya sebesar 61,9% dipengaruhi oleh faktor-faktor lain yang tidak diteliti dalam penelitian ini. Berdasarkan hasil tersebut, dapat disimpulkan bahwa semakin tinggi terpaan konten akun Instagram @aksikamisanpwt, maka semakin tinggi pula tingkat partisipasi anggota LPM Solidaritas FISIP Unsoed dalam aksi demonstrasi di Purwokerto. Dengan demikian, media sosial dapat menjadi sarana efektif dalam meningkatkan partisipasi individu pada gerakan sosial.

Kata Kunci: terpaan konten, Instagram, partisipasi, demonstrasi.

ABSTRACT

This study aims to determine the effect of exposure to content from the Instagram account @aksikamisanpwt on the participation of members of LPM Solidaritas FISIP Unsoed in demonstration actions in Purwokerto. This study employed a quantitative approach. The population consisted of 64 members of LPM Solidaritas FISIP Unsoed, therefore all members of the population were used as respondents through a census technique. Data were collected through questionnaires and analyzed using simple linear regression, coefficient of determination test, and t-test. The results of the analysis show that exposure to content from the Instagram account @aksikamisanpwt has a positive and significant effect on the participation of members of LPM Solidaritas FISIP Unsoed in demonstration actions in Purwokerto. This is indicated by the t-count value of 6.174, which is greater than the t-table value of 1.999, as well as a significance value of $0.000 < 0.05$. The regression equation obtained is $Y = 6.654 + 0.562X$, which means that every one-unit increase in content exposure will increase participation by 0.562. The variable of exposure to content from the Instagram account @aksikamisanpwt is able to explain 38.1% of the variance in the participation variable of members of LPM Solidaritas FISIP Unsoed, while the remaining 61.9% is influenced by other factors not examined in this study. Based on these results, it can be concluded that the higher the exposure to content from the Instagram account @aksikamisanpwt, the higher the level of participation of members of LPM Solidaritas FISIP Unsoed in demonstration actions in Purwokerto. Thus, social media can be an effective means of increasing individual participation in social movements.

Keywords: content exposure, Instagram, participation, demonstrations.