

**PENGARUH INTENSITAS MENONTON SERIAL ANIMASI UPIN &
IPIN MNCTV TERHADAP MOTIVASI BELAJAR DAN
PERKEMBANGAN SOSIAL ANAK
(Studi Korelasi pada Siswa SD Negeri Pandeanlamper 05 Semarang)**

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ABSTRAK

Media massa sebagai media untuk menyebarkan informasi, edukasi, dan hiburan tumbuh menjadi industri yang menghasilkan banyak keuntungan bagi beberapa orang yang terlibat dalam industri media. Khalayak berusaha mencari sumber media yang paling baik dalam memenuhi kebutuhannya melalui berita, informasi, dan tayangan program yang menarik. Salah satu program acara yang paling digemari anak-anak adalah serial animasi Upin & Ipin, walaupun masuk dalam kategori aman, tetapi karena frekuensi dan durasi penayangan yang lama dalam satu hari membuat acara ini berdampak pada anak-anak. Dampak yang terjadi adalah anak sering menonton televisi, motivasi belajar menurun, aktivitas terganggu dan perilaku sosialnya berkurang.

Tujuan penelitian ini untuk mengetahui pengaruh intensitas menonton serial animasi Upin & Ipin MNCTV terhadap motivasi belajar dan perkembangan sosial anak. Teori yang digunakan adalah teori *uses and gratifications* dan teori pembelajaran sosial. Populasi pada penelitian ini adalah siswa SD Negeri Pandeanlamper 05 Semarang sebanyak 394 siswa. Sampel yang diambil sebanyak 80 responden, dengan teknik pengambilan sampel *proportionate stratified random sampling*. Menggunakan teknik analisis data uji validitas, uji reliabilitas, uji normalitas, analisis regresi linear berganda, uji t, dan koefisien determinasi diolah menggunakan SPSS 22.

Hasil kuesioner dan olah data SPSS 22 menunjukkan nilai korelasi intensitas menonton (X1) dengan motivasi belajar (Y1) sebesar 0,564, menunjukkan nilai sedang. Koefisien regresi sebesar -0,713, dapat dikatakan bahwa intensitas menonton (X1) berpengaruh negatif terhadap motivasi belajar (Y1). Nilai korelasi intensitas menonton (X1) dengan perkembangan sosial (Y2) sebesar 0,071, menunjukkan nilai sangat rendah. Nilai $t_{hitung} 0,628 < t_{tabel} 1,9901$ dan nilai signifikansi $0,532 > 0,05$. Berarti intensitas menonton (X1) tidak berpengaruh signifikan terhadap perkembangan sosial (Y2).

Kata kunci: intensitas menonton, motivasi belajar, perkembangan sosial

**THE EFFECT OF INTENSITY TO WATCH ANIMATED SERIAL OF UPIN & IPIN
ON MNCTV TOWARD LEARNING MOTIVATION AND SOCIAL
DEVELOPMENT OF CHILDREN**

A Correlational Study in SDN Pandeanlamper 05 Semarang

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ABSTRACT

The mass media as a medium to disseminate information, education, and entertainment has grown into an industry that produces a lot of benefits for some people involved in the media industry. The public is trying to find the best source of media to fulfill needs through news, information, and display of an interesting program. One of the programs that is most popular for kids is the animated series Upin & Ipin. Although safe in the category, because of the high frequency and long duration of exposure in one day, it has a lot of impacts on children. One of them is children tend to watch television more often, their motivation decreases and their daily activity and social behavior are disrupted.

The purpose of this study is to determine the effect of intensity to watch the animated series of Upin & Ipin on MNCTV toward learning motivation and social development of children. The theory used was the uses and gratifications theory and social learning theory. The population in this study was Elementary School Students of Pandeanlamper 05 Semarang as many as 394 students. The samples taken were as many as 80 respondents, the sampling technique used proportionate stratified random sampling. The technique of data analysis used validity, reliability test, normality test, multiple linear regression analysis, t-test, and the coefficient of determination processed by using SPSS 22.

The results of the questionnaire and data analysis by SPSS 22 showed that the value of the correlation of intensity to watch (X1) and the motivation to learn (Y1) was 0.564 and it showed a moderate value. The value of regression coefficient was -0.713. Therefore, it can be said that the intensity to watch (X1) has a negative effect on motivation to learn (Y1). The value of the correlation of the intensity to watch (X1) and social development (Y2) was 0.071. It indicated a very low value. Meanwhile, the value of T-count was $0.628 < t \text{ table } 1.9901$ and the significance value of $0.532 > 0.05$. It means that the intensity to watch (X1) has no significant effect on social development (Y2).

Keywords: Intensity to Watch, Learning Motivation, Social Development

